

Buy Now  
and  
At Home

# SIERRA MADRE NEWS

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VOLUME 28, No. 4

SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

FRIDAY, OCTOBER 20, 1932

## City Joins In Biggest NRA Drive

Responsibility Of Individuals  
Stressed In 'Buy Now' Move-  
ment To Woo Good Times

Shoulder to shoulder with every other hamlet and city in the entire Nation, Sierra Madre this week swung into line in one of the greatest patriotic drives in history as the local NRA committee mobilized in full force to make its part in President Roosevelt's "Now is the Time to Buy" campaign a notable one.

J. S. Billheimer, chairman of the committee here, stated yesterday that every possible effort will be made by the workers to speed up business in accordance with the plans outlined by the National Relief Administration in Washington.

"Our program," Mr. Billheimer said, "is an attack on the depression from an angle that is entirely different from anything ever attempted in the past. We are using the weapons of salesmanship—to combat the fact that during the last three years there has been a great lack of buying by individuals as well as family groups and business organizations. The present Nation-wide program is a drive to get people to shake off the fear complex that has prevented them from buying the things they want, and are able to buy."

"Most families in Sierra Madre can make extra purchases to some little extent, at least. We are well aware that there are some who actually cannot afford to do extra buying, but they are in the minority, we believe."

"Business can be greatly stimulated by the plans now being put into effect. No one is being asked to make any particular sacrifice. To buy now is to help yourself, because prices are bound to go higher soon."

"We know that Sierra Madre is not going to lag behind, and I do not say that this is a matter of patriotism. The campaign has a patriotic side to it, but right now it is really a matter of actual local self interest to get into the prosperity parade."

Repeating, remodeling and re-urnishing have been postponed from month to month, and households have allowed their wardrobes to become depleted. In all such cases, the time is ripe to BUY, Billheimer pointed out.

"Washington will cooperate with us in many ways," he said, "but we must shoulder the biggest part of the load ourselves. If we do our part, and every other community in the United States does its part, likewise, the depression will soon be a thing of the past."

Optimistic in tone, the statistical business reports released for publication by the NRA in Washington, reveal many facts that encourage the belief that President Roosevelt's huge program is gaining increasing momentum toward final complete success. First, there has been an actual decrease of 120,000 families receiving unemployment relief in the month of August. A reemployment canvas in New York shows that 62,000 have been added to the State's payrolls in 617 communities.

Automotive parts and equipment manufacturing industries have increased production 34 per cent since June 1, while farm prices are up. Exports of cotton to foreign countries in August were 60 per cent ahead of the same month last year. A National chain operating 516 retail shoe stores in all parts of the country, shows sales increases of 32 per cent in a four weeks' period ending September 2.

A Washington report shows that 37,000 young men left the CCC camps throughout the country at the end of the first expiration period to take regular jobs. August factory sales of automobiles were 236,000, in comparison with 90,000 last year at the same time. Early reports reveal that retail sales have jumped 30 per cent over last year in sections where the buy now campaign has gotten under way.

## Control Of Motor Transportation Is Endorsed By C Of C

Affirming the National Chamber of Commerce's stand on proposed Congressional legislation on water, air and land commercial transportation, the local Chamber Monday night filled out the referendum on the report of the United States Chamber of Commerce transportation committee and submitted it to Washington as a record of its sentiment.

## Blazing Car Driven Right To Fire House

OBLIGINGLY, Mrs. Carl Graf, of 355 East Grand View avenue, drove a fire right up to the city fire station for extinction on Tuesday evening.

Fire Chief W. D. Richards received a frantic phone call at 6:30 o'clock. A female voice stated an automobile was afire, then the instrument clicked before the voice had given such necessary details as address and name. While Richards was still busy trying to trace the call, the car was driven up in front of the City Hall—with smoke pouring forth from the hood. Faulty wiring was responsible for the flames.

## Players In First Drama Draw Roles

New Organization Prepares  
Working Schedule And  
Names Leaders

Selection of principals and understudies for the Drama League's first production will be made at a Workshop special session Sunday evening, October 22, at 7 o'clock in the Old Barn studios at 115 West Bonita avenue.

Postponed from the original time tomorrow, the first of the instruction classes will occupy the regular Wednesday night meeting, October 25. Scheduled to commence at 7:30 p.m., the class will be followed by the initial Workshop program, under the direction of Jack Young, Workshop production manager.

Drama League Workshop activity, which comprises a working laboratory for experimental and serious play presentations, is to be operated on a non-profit basis, to function cooperatively with instruction classes. In the Workshop the plays intended for public staging will be thoroughly finished, with understudies to the various parts gaining the same practical experience as though they were to actually assume the roles.

Short productions will be staged, with no attempt at scenery or costuming, once a week, at every Workshop meeting. It is planned to present more elaborate stage short shows at frequent intervals, which the public may attend.

Preliminary readings and try-outs were held Wednesday in the Old Barn studios, several alternates being chosen for each part by a selection committee including Louis Fuller and Miss Cricket Caukin, who will direct. It was stressed by the chairman that in the first stages of rehearsal, many switches may be made in the cast, and certain roles changed with no personalities entering into the final selections.

Appointments announced include Mrs. Mary Schmidt, program committee chairman; Jack Young, Workshop production head; Bill Goff, stage manager. Other positions will be designated as the specific need arises for certain work to be done.

A Drama League application blank form, for membership, follows:

Name .....  
Address .....  
Phone ..... Age .....  
Check: Instruction.. Technical..  
Acting... Remarks as to experience, and chief interest:

This blank or duplicate should be returned to the office of the SIERRA MADRE NEWS prior to Wednesday, October 25, or may be brought to Workshop meeting at Old Barn studios on that date.

## Pupils Of Grammar School Plan Real Hallowe'en Frolic

A week from tomorrow, Saturday, October 28, the children of the Sierra Madre public school will have their regular Hallowe'en street parade and carnival. Prizes for the most appropriate costumes, free games and sidashows, contests, motion pictures, all on the school grounds, will make the day a gala one. Parents and children are all invited, and all proceeds will be devoted to school welfare work.

## Supervisor Says Foothill Blvd. To Be Extended Soon

Of interest to Sierra Madre motorists is the statement made by County Supervisor Roger Jessup yesterday that the immediate extension of Foothill boulevard through the county "island" territory in Pasadena to join Walnut street near Greenwood avenue is assured.

Work will commence by the county as soon as all necessary property rights have been secured.

## Copenhavers Buy Sunnyside Corner As Site For Home

Mr. and Mrs. R. C. Copenhaver of Ramona avenue, have purchased the large lot at the corner of Manzanita and Sunnyside avenues, through the office of W. R. Humphries, local realtor. Mr. Copenhaver, who plans a home on the property, is secretary of the local Chamber of Commerce and is connected with the local office of the Southern California Edison company as manager.

## Mayor Issues Plea To Assist In Recovery By 'Buying-And Now'

IN A PROCLAMATION to the citizens of Sierra Madre, Mayor Clay H. Reavis today formally inaugurated the NRA "Now is the Time to Buy" campaign in this city. The Mayor's appeal is addressed to the local merchants, business men, housewives, and every member of the buying public. The proclamation, addressed to the local citizenry, follows:

"Unselfishly the City of Sierra Madre, in co-operating with the NRA committee, issues this proclamation informing the public at large that the National 'Buy Now' campaign will be in vigorous effect in this city for the next three months.

"The buying public must give support to those employers who have taken on increased burdens to enlarge consumer purchasing power. Merchants cannot take the full responsibility resultant from the NRA codes—they must have increased business to compensate for their paying higher wages.

"Stores should do their part by heeding President Roosevelt's appeal to keep prices low as long as possible, in order to win volume of sales.

"There is a great volume of deferred buying in the community, and there has been ever since the start of the depression. In making the old car do another year, in scrimping on food and clothing, when there is an ability to purchase goods, you can only succeed in throwing rocks in the Blue Eagle's path of flight. Remember that a dollar turning over in trade becomes many dollars in its contribution to reemployment, because the retailers' increasing volume reflects itself in increased volume for the distributor, the manufacturer, the shipper, and so on down the line, adding employment as it courses around the trade circle.

"You must all remember that prices will advance, in a natural manner, as stocks of goods bought at low levels become exhausted and are replaced at prices made higher by increased wages and increasing farm prices.

"We make this appeal to every American citizen in Sierra Madre to do everything humanly possible to lend success to the program, and to keep always in mind the slogan,

"NOW IS THE TIME TO BUY!"

## Consumers Support Of N R A Asked

Women Open Campaign To  
Put City 100 Per Cent  
Behind Recovery Move

Women volunteer workers, representative of twelve Sierra Madre churches and services organizations, were appointed this week by Mrs. Woodson Jones, local Women's Division chairman, to conduct a campaign toward the goal of absolute 100 per cent NRA Consumers' membership throughout the city.

In order to facilitate the work, so that no single Consumer's pledge card will remain unsigned, Mrs. Jones wishes everyone who has not signed to communicate with the most convenient committee woman. Following are the newly appointed workers, coupled with the organization each represents and telephone numbers:

Mrs. C. H. Sandage, Eastern Star, phone 252-2; Mrs. A. H. Embree, Legion Auxiliary, 330-1; Mrs. John Colbert, Parent-Teachers Association; Mrs. Marvin Coats, G.A.R., 245-4; Mrs. Ralph Solury, Sierra Madre Woman's Club, 114-1; Mrs. Hortense Hill, Congregational Church Woman's Club, 204-2; Mrs. Benjamin Stinman, Friendship Club of Congregational Church; Mrs. Frank Spencer, St. Rita's Altar Society; Mrs. J. H. Robertson, Church of the Ascension, 277-4; Mrs. Laura Klein, Christian Science Church; Mrs. Ben Soinit, Temple Beth Israel, 254-4. A representative from Bethany Church has not yet been chosen. Mrs. Jones herself may be reached by phone, number 172-1.

Sunday announcements will be made from the various church pulpits in the city concerning the workers, and next week the entire committee will hold a meeting.

## Two Women, Victims Of Appendicitis, Confuse Hospital

Coincidents of time, place and circumstances almost cost a life in Sierra Madre Tuesday evening. When Mrs. George Lovejoy, of 47 West Grand View avenue, was stricken by a serious case of acute appendicitis her husband hurriedly summoned an ambulance from the General Hospital, but the emergency call was for a time considered as either a mistake or a repeated call for the reason that less than an hour previous another woman on the same street had been similarly stricken, and rushed to the hospital for an immediate operation.

After repeated calls hospital attendants realized that two women had been stricken instead of one, and raced a second ambulance to Grand View avenue for Mrs. Lovejoy.

Mrs. Lovejoy's condition was considered serious yesterday, following her operation.

## Do You Know

THAT your local Red Cross Chapter has made possible, since July 12th, the employment of eight women a week bringing in a payroll of \$70.00 per week of outside money?

Do you know that if this Red Cross Chapter had not been able to supply the materials for this sewing program, this work, totaling \$1000 to date, would not have come into Sierra Madre?

Have you any conception of what this money has meant to these women and their families in these times or how much it has lightened the burden of giving for our citizens?

Just one item of the Red Cross community service! Remember! Roll Call starts November 11th!

## Observations

By Lee Shippey

WHILE a big New York bank was losing money the president was drawing \$1,500,000 a year in salaries. While the big movie studios in Hollywood are unable to pay dividends, big movie executives have been drawing salaries as high as \$800,000 a year, plus percentages on the pictures!

In fact, it isn't big stars' salaries so much as those of big executives which have made the movie profitless to stockholders. And no doubt most of the big business concerns of the country have been guilty of the same tactics.

Railroads, insurance companies, manufacturing corporations, cement corporations, construction corporations—all have been feeding themselves the point of glutty and letting those who couldn't grab go hungry. No wonder the country got into a fell of a mix.

But we can proudly say that darned few newspapers have been guilty of paying exorbitant salaries. In fact, darned few of them pay as decently as they should.

## Importance Of Sales Tax Is Stressed

Many Governmental Functions  
To Cease If Law Is  
Repealed, Kiwanis Told

Without such a measure as the State sales tax to shift the increasingly unbearable tax burden from the shoulders of the small real property owner to the California citizenry as a whole, the entire State governmental machinery would be in danger of collapse. This point was emphatically stressed by Edwin T. Keiser, sales tax administrator for Los Angeles County, in an instructive talk before the Kiwanis Club and its merchant guests here on Tuesday.

"I don't believe any of us are yet prepared for the eventuality of a Communist state where we share our hearth and sink with other families," said Mr. Keiser, "but such a thing would not be unlikely if the tax delinquencies continue to mount because of unfair tax distribution and large bond issues pyramiding on top of increased property valuations."

The delinquencies of this county alone, he said, fill over 600 pages of a newspaper size journal, and in some sections of the State the delinquencies have mounted to as great a proportion as 50 percent. As the State absorbs more and more property through the inability of home owners to pay taxes, the tax base grows smaller and the consequent burden on the remainder of the property owners becomes heavier and more unbearable.

"In the event that this delinquent list reaches the ultimate 100 percent," said Keiser, "it will mean that the schools will close, and many governmental functions will cease. . . . So, the chief purpose of the sales tax is to remedy such a condition."

"This tax is doing more than is realized for the State. It incorporates all that is good in the sales tax acts of some 17 other states. It should not be condemned for the few temporary failures in administration. The principle behind the tax is right because it requires everyone to share the burden of government, thus putting a responsibility even on the tourists and transients who are benefited by our schools and so forth. . . ."

In order to gain the most from the sales tax, Mr. Keiser said, the people of the county should see to it that there are no unnecessary taxes levied to counteract the results. The forty millions that will be collected in the first year of operation saves the property owners much in that the county school tax has been done away with altogether. The Board of Equalization is doing its part in saving the taxpayer, by denying the great majority of requests from governmental agencies for increase of more than the prescribed 5 per cent budget increase.

Also, he pointed out, the Board is carefully checking up on all budgets, and where there has been an unlawful increase, the voters of the district are notified that they may nullify the too large levies.

The speaker drew a comparison

## Name Committee To Plan Big Public Improvement Affecting The Community

Officials Of County, This And Adjoining Cities, Corporations And Estates Co-operate To Put Through Grand View Avenue Flood Control And Water Conservation Project—

A committee to formulate plans for a great public improvement vitally affecting this and surrounding municipalities, the Baldwin and Stocker estates and the Santa Fe and Pacific Electric railroads, was appointed at a conference of representatives of the various communities, corporations and estates at the City Hall here Wednesday evening. The program hinges about the Grand View Avenue storm drain as a means of flood control and water conservation—of mutual interest to all those represented at the meeting.

City Business Manager Al S. Myers was named committee chairman, the committeemen

representing Pasadena, Arcadia, the Santa Fe Railroad, the Stocker and Baldwin estates and the county of Los Angeles.

Included in the program is pavement of Orange Grove avenue, with complete conduit flood control features incorporated, and a storm drain to conduct flood waters and runoff along east Grand View avenue to the Santa Anita wash spreading grounds.

Although not an integral part of the program it is thought that should the city give permission to Pasadena for laying of the Pipe Canyon dam water conduit through Orange Grove avenue, such work could be done in connection with the project.

Representatives of the interests concerned on the committee include Samuel Morris, manager and chief engineer of the Pasadena water department; Joseph Mullender, manager of the Stocker estate; Assistant County Engineer Earl Burt; Assistant County Flood Control Engineer Salisbury; Manager Niesley of the Baldwin estate; Engineer Weiss of the Santa Fe railroad, and City Engineer Watson of Pasadena.

In thus cooperating in finding means by which such work may be accomplished, all interests concerned have much to gain. Drainage and diversion to the city's spreading grounds over the underground basin of winter waters that ordinarily flow directly south from this city will prevent annual damage to Santa Fe tracks, the Baldwin acres and portions of county roadway on Foothill boulevard while building up the water supply of this and nearby cities.

Those other than local councilmen and officials present were Mayor Richard Krebs and Councilmen McDaniels, Walter Schrafer, John S. Lottes and Robert Dawson and former Mayor A. N. Multer, of Arcadia; Leonard A. Diether, assistant city attorney of Pasadena; Paul Sheedy, field secretary of Supervisor Hugh A. Thatcher, and Santa Fe representatives with their engineer, McKinney.

## Bankers Of Citrus Belt Welcome New Member In This City

The Citrus Belt Bankers Association held its first meeting of the year following the summer vacation at La Casa Vieja Tea Room last Friday night. Dinner was served on the long enclosed east porch and the 40 members of the association present were enthusiastic over the arrangements made for their entertainment.

H. E. Allen, president of the Sierra Madre Savings Bank, welcomed the visitors.

Milton Hollingsworth, new vice-president of the Sierra Madre Savings Bank, made his debut as a member of the association at the dinner and was warmly welcomed. He renewed acquaintance with many members whom he had known in his former bank connections in Los Angeles.

## STORY OF 'LUCKY' BALDWIN'S GRUDGE AGAINST THIS CITY TOLD HISTORICAL SOCIETY

DAYS long gone by, phantom days of "Lucky" Baldwin when this section of California was scarcely more than frontier territory, lived again by the magic of memory and the spoken word on Friday night as the Sierra Madre Historical Society met in the City Hall. Harold Carew, founder of the society; C. W. Jones, first Mayor of the City, and long time Sierra Madreans gave reminiscences of the Santa Anita Rancho and of the past, for the benefit of an interested audience that filled the auditorium.

Mr. Carew, introduced by the president, Mrs. Edith N. Hawhurst who acted as chairman, reviewed C. B. Glasscock's much talked of book, "Lucky Baldwin." In a witty and sparkling talk, he gave the highlights of the volume which goes into many details of the famous sportsman's life never before disclosed.

A happy feature of the program was a discourse by S. R. G. Twycross, one of the city's oldest pioneers, who probably knew and had more intimate contact with "Lucky" Baldwin than any other man here. Telling of how he first

became acquainted with Baldwin in 1884, while carrying mail between Sierra Madre and the Santa Anita station, Mr. Twycross recounted the many interesting stories he heard from him in the years of their friendship. "Baldwin told me," he related, "how he acquired the money to buy the Santa Anita Rancho. For six years he traveled in foreign lands, principally in Japan and China, and at the time he owned many mining claims in the north. While he was away he left instructions with his partner to dispose of these claims if they went up to \$100 a share. Soon after he left the value of the claims started to climb, but as Baldwin had failed to leave power of attorney with his partner, no sales were made. During the years the prices soared fabulously, until on his return after five or six years he was rich enough to purchase the 65,000 acres comprising the Baldwin Ranch. . . ."

Touching on the historic fight between the City of Sierra Madre and Baldwin, over the water rights, Mr. Twycross said, "For a long time the matter of the

(Continued on Page Five)



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I am purposed that my mouth shall not transgress.—Ps. 17.3.

Prune thou thy words; the thoughts control  
That o'er thee swell and throng;  
They will condense within thy soul,  
And change to purpose strong.  
—J. H. Newman.

### MEXICAN GROWERS SEEING THE LIGHT

Typical of requests from all over the world, not only from citrus producing countries, but from all sorts of agricultural groups, is the following letter from Mexico City, says a statement from the California Fruit Growers Exchange headquarters in Los Angeles:

"Some local growers of melons located in the State of Morelos are about to form a cooperative organization along the lines of the California Fruit Growers Exchange, and I shall be pleased if you will mail me some pamphlets and literature regarding your organization. I shall be pleased if you will kindly send me sample contract covering that phase of the local association and the district exchange, as well as of the marketing exchange.

"Cooperative marketing is in its infancy if these parts, but they are waking up to the fact that competitive marketing of a product spells disaster for the grower."

## DEAN'S ARCADIA THEATRE

Sun., Mon.—Oct. 22, 23  
CLAUDETTE COLBERT,  
RICHARD ARLEN and  
MARY BOLAND  
—in—  
"Three Cornered Moon"

Organogue, Paramount News  
Scrappy Cartoon, Travel Talk

Tues. & Wed. Oct. 24, 25  
LESLIE HOWARD and  
DOUG. FAIRBANKS, JR.,  
—in—  
"Captured"

Aesop's Fable Cartoon:  
"Tumbledown Town"  
Fox News Vanity Comedy

Coming Thursday, Oct. 26  
EDWARD G. ROBINSON  
and KAY FRANCIS  
—in—  
"I Loved a Woman"

## BITTER BATTLE LOOMS OVER \$170,000,000 WATER PROJECT AS OPENING GUN IS FIRED

FROM now until December 19, when the people will vote on the question, voters of California will be literally showered with propaganda for and against the \$170,000,000 Central Valley Water Project. It promises to be one of the most bitterly fought campaigns ever waged on a public question in California.

Three State Senators and an Assemblyman have prepared a broadside at the opposition to the water plan which they charge was conceived and is being directed and financed by the "power trust." This broadside will be used as the official argument in favor of the project and has been sent to Secretary of State Frank C. Jordan for inclusion in the voter's pamphlets.

The statement, signed by Senators B. S. Crittenden, of Stockton; Frank W. Mixer, of Exeter; J. I. Waggy, of Bakersfield and Assemblyman Charles W. Dempster, of Los Angeles, stresses the fact that ratification of the project will put \$170,000,000 in federal money into immediate circulation in California, re-vitalizing the State's industrial life and bringing long-term employment to thousands now jobless, and that "California has the greatest opportunity of any state in the entire Nation to benefit under the public works program of the Federal government, due to the magnitude and desirability of this project." The statement, in part, follows:

"Closely linked with President Roosevelt's national recovery program, this act provides for the construction of a great water conservation project which will give immediate employment to more than 25,000 men for at least three years, thereby affording a livelihood for approximately 100,000 persons.

"This tremendous aid to unemployment relief and economic recovery in California will be accomplished without a single dollar of cost or obligation to California taxpayers!

"All costs of the entire program will be defrayed through federal aid and a revenue bond system, or self-financing plan, which requires that revenues of the project pay for the project. Selfish interests, determined to go to any extremes to win their case, will undoubtedly seek to confuse and mislead the voters on this aspect of the project, but the complete answer to such misrepresentation is in the act itself in the words: 'Neither the payment of the principal or any part thereof, or any interest thereon constitutes a debt, liability or obligation of the State of California.'"

### "TOO MUCH HARMONY" AT LYRIC THEATRE



Jack Oakie and Skeets Gallagher, that famous comedy team of "Close Harmony," are brought together again in Paramount's "Too Much Harmony," coming to the Lyric Theatre, Monrovia, next Tuesday for a three day run.

The cast of this gay, new film-musical includes Bing Crosby, Judith Allen, Harry Green, Lilyan Tashman and Ned Sparks.

ligation of the State of California.  
"The Central Valley Project, as this is called, takes up where the Boulder Canyon and Metropolitan Aqueduct left off, spreading its benefits over a 500-mile area extending from Northern California into Southern California. It will solve the water problems of the Sacramento Valley and the San Joaquin Valley—the rich tributary country of Los Angeles, together with the problems of the San Francisco Oakland bay area, for a generation to come.

"Surplus flood waters will be conserved for summer use, saving thousands of acres from return to desert. . . . And in addition to these benefits, the project will produce hydro-electric power at low cost which will be sold to pay costs of the work.

"If the people of California, through confusion or deception, fail to approve this project, it means that California will lose the benefit of a \$170,000,000 project. It means that an outright grant of \$13,000,000 from the Federal government will be lost. It means that 25,000 idle men will be denied the right to work and support their families.

"Chief opposition to this project comes from one source—the power trust! Do not be deceived on that score!"

### CHURCHES

#### Bethany Church

(The Little Stone Church)  
Rev. Stewart R. Sheriff, Pastor

Sunday Services—

9:30 a.m.—Bible School. Roy Edwards, Sr., Superintendent.

11 a.m.—Morning Worship.

Sermon subject, "Adaptation of Christians to Christian Work."

6:30 p.m.—C. E. Societies.

7:30 p.m.—Evening Service.

Sermon subject, "World Peace."

Prayer meeting Wednesday at 7:30 p.m.

#### The Church of the Ascension

Baldwin and Laurel Avenues  
Rev. A. G. H. Bode, Rector (Episcopal)

Sunday—

7:30 a.m.—Holy Communion.

9:30 a.m.—Sunday School.

11 a.m.—Morning Prayer and Sermon by the Rector.

Wednesday—

7:30 a.m.—Holy Communion and intercession.

#### Christian Science

First Church of Christ, Scientist of Sierra Madre is a branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

9:30 a.m.—Sunday School.

11 a.m.—Sunday Service.

Subject for Sunday, October 22, "Probation after Death."

8 p.m., Wednesday—Testimonial meeting.

Reading room open Monday, Wednesday and Friday afternoons from 2 until 4 o'clock.

#### Congregational

Rev. Arthur O. Pritchard, Pastor

"Where Shall We Begin to Build?" will be the topic of the morning sermon.

At 9:30 the Church School will meet in all departments. The Bible class under the leadership of Rev. W. H. Hannaford gathers in the Campbell Chapel at 9:45.

On Tuesday a delegation of ladies will go to the annual meeting of the Southern California Federation of Congregational women at Glendale leaving at 9:15 a.m.

On Friday at 6:30 Community dinner at the Social Hall, Dr. Raymond C. Brooks of Pomona, speaker. Topic, "Birth of the New World." Tickets 35 cents at the drug stores.

#### St. Rita's Church

Rev. Hyacinth Clarey, C.P. Pastor

Sunday Services—7:30 a.m. and 10:30 a.m.

Tuesday and Friday—7:45 a.m. Weekly Masses at 7 a.m.

#### Pilgrim Holiness Church

Dr. Stanley Weber, Pastor

66 W. Central Ave.

Sunday Services—

10 a.m.—Sunday School.

11 a.m.—Morning Worship.

7:30 p.m.—Evangelistic Service.

Friday Night—

Young People's meeting.

#### Foursquare Gospel

West Central Avenue

Rev. Daisy Lee Van Niekirk, Pastor

Sunday School—9:45.

Morning Worship—11 a.m.

Hospital Group—2 p.m.

Crusaders—6:30 p.m.

Evening Service—7:30, subject, "The Results of an Insane Minister."

Tuesday—7:30 p.m.

Wednesday, all day—Commis-

sary sewing, men cutting wood, covered dish dinner. All welcome.

Friday—7:30.

Saturday—2:30.

Special musical program at all services.

## BIRTHDAY GREETINGS . . .

THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madreans:

Donna Norris . . . . . Oct. 20  
Diana Norris . . . . . Oct. 20  
Preston Schwartz . . . . . Oct. 23  
Mrs. W. E. Craig . . . . . Oct. 24  
Moreland Kortkamp . . . . . Oct. 24  
Ida Mae Barnes . . . . . Oct. 25  
Sammy Embree . . . . . Oct. 26  
Bennie M. Lyon . . . . . Oct. 26

## Expert On Problems Of Childhood Will Address Local P-TA

Mrs. Edith N. Hawhurst was the speaker before the Granada street School P.T.A. in Alhambra on October 12. Her subject was centered about the problems in the home of the preschool age child and their correction, a work in which Mrs. Hawhurst has been professionally engaged for the last eight years.

Mrs. Hawhurst will talk informatively to the local P.T.A. Tuesday morning, October 24, on child-corrective work and as an authority in this work is contributing a series of articles in the just recently published Los Angeles Japanese paper, the "Pacific Weekly."

## Mother Of Mrs. R. O. Caukin Passes On At Berkeley Home

Mrs. Katherine Blackwell, mother of Mrs. R. O. Caukin, of 49 West Grand View avenue, passed away on Friday morning at her home in Berkeley. Mrs. Caukin was called North early last week by her mother's illness, which lasted only 10 days.

Mrs. Blackwell was born in Boston and was 77 years of age. Her father, the late Edward Reilly, came to California in the gold rush days, returned East and then came to California again, bringing his family, in 1859. Although Mrs. Blackwell was only three years old she always remembered their experiences in crossing the Isthmus of Panama.

Mrs. Blackwell is survived by her husband, Edward S. Blackwell, to whom she was married in San Francisco; also three daughters, Mrs. Harry Zehner, of Walnut Creek; Mrs. C. E. Reuss, of San Jose, and Mrs. Grace B. Caukin, of Sierra Madre; two sons, Edward S. Blackwell, of Seattle, and Leland S. Blackwell, of Los Angeles; six grandchildren, Mrs. Esther Caukin Brunauer, of Berlin, Germany; Miss Cricket Caukin, of Sierra Madre; Mrs. Gordon Cameron, of San Jose; Mrs. Katherine Welch, of Seattle; Barbara Lou Blackwell and Winthrop Blackwell.

Funeral services were held at 11 o'clock on Monday morning with interment at the Pacific Mausoleum, Oakland.

## In A Social Way

As long rays of autumn sunshine played softly through the quaint windows of the Church of the Ascension on the golden tints of chrysanthemums, profusely decorating the church, Miss Mabel Louise Goodfellow became the bride of Richard Stanton, Jr., on Wednesday afternoon. The charming ceremony was solemnized at 4:30 o'clock in the presence of a large audience of relatives and friends. Dean Arnold G. H. Bode officiated at the beautiful Episcopalian service.

The bride, gorgeously gowned in white satin with tulle and old lace veil and carrying a bride's bouquet of gardenias, lily of the valley and white sweet peas, was given in marriage by her mother, Mrs. Mary D. Goodfellow. Miss Margaret Bullock, in a gown of flame taffeta with cream lace hat and gloves, attended the bride as maid of honor. She carried a shower bouquet of tallies, man and yellow roses. Three dainty flower girls, Nancy Perry and Barbara Stanton in soft yellow, and petite Barbara Currie, in a dainty flesh dress, all carrying old-fashioned bouquets, played an important part in the bridal party. Master David Rompel bore the ring to the altar on a satin pillow. Robert Stanton served his brother as best man, and John Rompel and Carleton Winslow were ushers.

A reception followed at the home of the bride to which the family and close friends were bidden. Misses Marguerite Bridgland and Alice James assisted in the dining room.

Mrs. Richard Stanton, Jr., is a graduate of Westridge School for Girls, Pasadena. Mr. Stanton is the son of Mr. and Mrs. Richard J. Stanton, of Los Angeles, and is a student at the University of Southern California.

They left immediately on a two weeks motoring trip after which they will be at home to their friends at 41 East Grand View avenue.

Honoring the birthday of Thomas Roe, Mrs. Louise Roe, of 288 Mariposa avenue, entertained with a dinner party on Sunday. Guests included Miss Edith Frisby, Edward Daily, Harry Bobb and the honor guest.

Mr. and Mrs. Otto Semke, of 73 West Grand View avenue, will entertain at dinner on Sunday. Guests invited are Mr. and Mrs. McNamee and niece, Miss Mary Hilda Sweetman, Mrs. John Hirsch and daughters, Misses Viola and

### PASSION PLAY FILM WILL BE SHOWN HERE

On Friday, November 3 at 7:30 o'clock a moving picture of the Passion Play of Freiburg, Germany, will be given in the Social Hall of the Congregational Church. Admission will be by ticket.

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Drop in regularly for our Home-cooked Dinner served from 11 a.m. to 8 p.m.

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Lewis Stone, Bette Davis

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Tarzan Jack Haley Comedy

Sun., Mon., Oct. 22, 23

RALPH BELLAMY

BRUCE CABOT

ERIC LINDEN

ARLINE JUDGE

—in—

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Silly Symphony in Color

"THE PIED PIPER"

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### TOO MUCH HARMONY

BING CROSBY

and JACK OAKIE

and SKEETS GALLAGHER

and SKEETS GALLAGHER



## NEWCOMERS HAVE THRILLING ADVENTURE AS STORM HITS LINER IN THE CARIBBEAN SEA

THE was suspended for terrible seconds as the S. S. Virginia hit the center calm of the Caribbean hurricane, 200 miles to the south of Cuba. As in temporary vacuum, with a hundred mile gale shrieking before and aft, the massive liner trembled, in total darkness, dynamos humming slower and yet slower. Then forward again into a maelstrom of wind and waves, with her human content tossed like puppets to one side and another, with steel girders wrenched loose by the elements and flung haphazardly and dangerously about the decks.

In such an atmosphere of high adventure, furnished by the caprice of nature, Mrs. Helen Woodruff, her daughter Helen, and her sister, Miss Grace Estergren, made the trip from New York Harbor through the Panama Canal to Los Angeles, a week ago last Saturday, and subsequently arrived in Sierra Madre in time for an earthquake.

When the two women and young girl set sail on the Panama Pacific liner they had no supposition that there was any unusual thing awaiting them en route to the Pacific Coast. Manned by efficient and soldierly company officers, the liner itself appeared as safe and dependable as a New England parlor on Sunday.

In the middle of the romance infested Caribbean, suddenly lightning flashed. Thunder came out of the north. A strange calm fell. The boat listed to the precarious angle of 25 degrees—and the panic was on.

"We had quite a time," Mrs. Woodruff tells, "The wine and spirits were let loose in the bar, and spilled all over the floor of the dining room, mixing with the sea water. The red wine looked like blood."

"Furniture commenced to slide back and forth. Stewards lashed everything fast at last. In the hold was a cargo of a hundred automobiles and many tons of goods, which would have been the end of us had they been insecurely fixed in place."

"For 12 hours we were reported 'lost' on land, and had no means of sending out an SOS had we wished to do so. Rockets were our only hope in a last resort. Due to the splendid efficiency of the captain there was no 'last resort.' Officers aboard that had been through tremen-

ous Atlantic gales, and North Sea storms, said they had seen nothing worse than the huge wave that broke over the top decks.

"Furniture and loose objects that had been considered immovable were floating about in the cabins. There was actual blood flowing as limbs were wrenched, and ribs broken by all of this. I myself still have a badly bruised leg as the result of a heavy davenport sliding onto me from across the salon where I was sitting."

After the storm the ship's company encountered another experience that was out of the ordinary. In Havana it witnessed, first hand, the attitude of the Cuban peoples toward Americans. In the harbor lay U.S. battleships, in wait for hostile demonstrations against American citizens. The Cubans themselves seemed sullen and our passengers all were glad when they were back on board, bound for northerly waters.

"There were many beggars and thieves abroad on the streets," Mrs. Woodruff told. "Two men, as a particular instance, were accosted by peddlers offering buttonhole flowers. The blossoms were affixed in their lapels alight—but later both found their fountain pens missing."

When at last they came into port at San Diego, the women were of the firm conviction that in the future their water travel be confined to the railroad lines. When they were established in the cottage at 37 West Esperanza avenue, where they intend living for the next year, the earth tremors came.

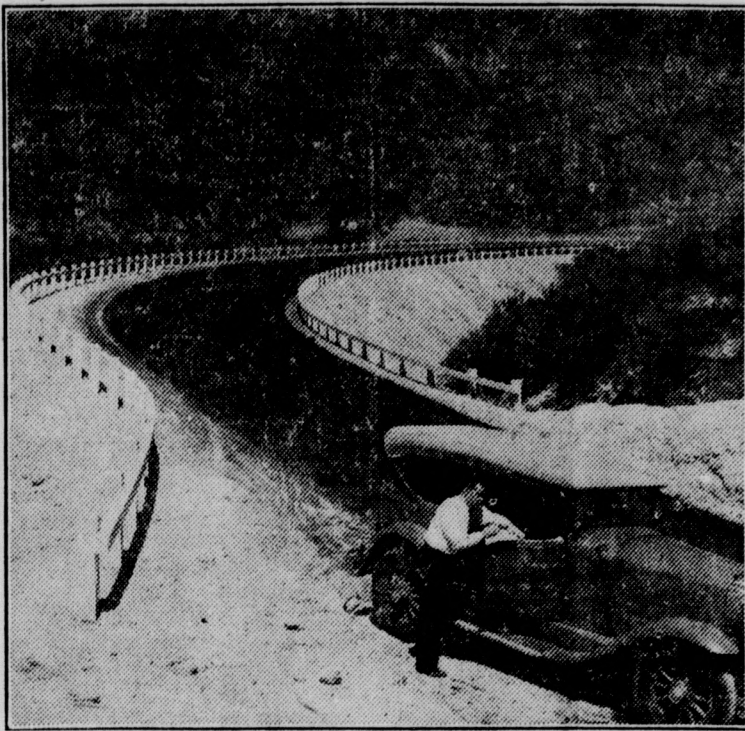
"But we really didn't know that it was an earthquake," they laugh, "we thought we were still merely on our sea legs."

### WILSON PTA MEETING DRAWS 250 PEOPLE

The student body of Woodrow Wilson Junior High School presented an interesting program of skits last Wednesday at the opening meeting of the Woodrow Wilson P. T. A. Mr. Sutherland, dean of boys, and Mrs. Mary Magnuson, dean of girls, introduced the players. The board held a meeting at 1:15 p.m. at which 50 members were present. Refreshments were served to over 250 persons following the regular meeting.

We print everything in THE NEWS printery.

## Rim Boulevard Dedication Oct. 21



One of the magnificent wide sweeping curves on the new Rim of the World Boulevard into the San Bernardino Mountains.

Declared to be the most perfect example of modern mountain highway construction, the new Rim of the World Boulevard, extending from San Bernardino to the crest of the San Bernardino Mountains, through Crestline, Lake Arrowhead, and other resort areas to Big Bear Valley, will be dedicated with appropriate ceremonies Saturday afternoon, October 21.

Governor James Rolph, Jr., Director Earl Lee Kelly of the department of public works and members of the state highway commission have been invited to participate in the opening. The party, to which the general public is invited, is

scheduled to leave the arch of the road leading to Arrowhead Springs Hotel in the mouth of Waterman canyon at 2 o'clock. The ceremonies will be held at Panorama Point and the party will go on to Lake Arrowhead for dinner.

The new link, which cost \$367,000 to build, is the last in the new high gear program of the state highway system, replaces the old Waterman canyon route built more than half century ago by private capital and used for years as a toll road. By its use the motorist can now make the entire trip to Bear Valley in high gear, where formerly the major portion of the trip necessitated the use of second and low gears.

## A. L. A. Activities

By Minnie Stinman

THE membership drive is on in earnest. Everybody wants a ride in the fine new Membership Bus. Tickets only \$2 and \$3.50, and we guarantee you'll enjoy the trip. If all eligible women realized what a privilege and honor it is to belong to the American Legion Auxiliary, we would not have to beg members to renew or join us. This is not a secret society of any sort. It is a patriotic organization, composed of earnest, loyal, hard-working women, whose sincere aim is service to the community, State and Nation. Let's all get together on that platform, and make the A. L. A. a grand success.

The first business meeting of the year was decidedly all business, broken only by a short program in observance of Columbus Day. Americanism Chairman Maybelle Barker, in a brief address, reminded us of the reason for celebrating October 12 in honor of Columbus. Accompanied by Edith Woodruff at the piano, Mrs. Barker gave a beautiful violin solo, an Italian composition, as befitting the occasion.

President Leila Embree, with Dorothy Shetler and Helen Lovejoy, attended the first session of the Parliamentary Law class at Patriotic Hall, Los Angeles, October 6. This is a very fine opportunity to learn the rules of procedure under the direction of Margaret Kaeding. The sessions begin at 10 a.m. and last till noon, on the first Friday of each month.

The Juniors will meet on Saturday, October 21, at 2:30 p.m. at the home of their President, Muriel Downs, 57 West Montecito. They are making quilts and yo-yo cushions. Which reminds us (as if we need reminding!) that the Ways and Means committee wants our handiwork for the Swap Store at 62 West Central avenue. Not only quilts and cushions, but any article of home manufacture. This is not limited to members of the A. L. A. Non-members may join in this enterprise of 'Helping Sierra Madre by helping yourself.' As soon as the store is in readiness, volunteers will take turns acting as clerks. For further information regarding entry of articles, see Sylvia Quittner, 241 Ramona avenue. All contributions and articles for sale should be taken to the above address. Meanwhile many members of the A. L. A. are doing their bit and practicing salesmanship by selling tickets to the Armistice Dance. The funds so raised will be devoted to worthy purposes. Last year the proceeds of the Armistice Dance went into Child Welfare.

Child Welfare cares for children of all ages, seeing that they have at least the necessities of life, medical care, and if possible, a few toys to give them pleasure. There can be no patriotic endeavor more worth-while.

**Father Sage Says:**  
A regret for the mistakes of yesterday must not blind us to the tasks of today.

## Unemployed Would Move Headquarters To Auburn Avenue

Jack Beaudoin, speaking before the City Council Wednesday night, asked that the Council consider the proposition of the local Unemployed Cooperative Relief Association moving from the present location to new quarters on Auburn avenue near Montecito. There is a question as to whether or not such a move would necessitate a re-zoning of the district, as at present the business building zone embraces no territory north of Central avenue on Auburn. The matter was referred to the committee as a whole for inspection and consideration, and the Association will make formal petition at a later date.

## Fire Flames

By one of the boys

SO GLAD were the men to meet after a long three-week stretch, that hugging was common. Lovell, Swanson and Heasley tangled so in a hugging match, that the newly waxed floor of the headquarters was marred by their maneuvering.

Were it not for a little "horse play" creeping into the semi-monthly practices, the interest would probably wane and good-fellowship dry up. Last Friday evening when the tests of the equipment were made and everything found in good order, one of the nozzles "slipped" and a group of gossiping firemen were "accidentally" sprayed. This was evidently only a signal for further disturbance and when the air was cleared of mist, our sedate secretary was sent home for dry clothes. He now vows revenge and through this column, we would advise the wearing of swimming suits to the next regular practice. On Joe's side of the feud, is "Shorty" Steinberger, so we can expect something "unexpected."

Two letters of commendation were read at the meeting. One was from the local N.R.A. organization and the other from the P.T.A. Both letters told how wonderful the fire boys are.

On the reading of the treasurer's report, our spenders were somewhat halted by the conservativeness of "Lee" Hibbs. Our balance continues to grow less and less.

Radio Expert Tom Schwartz, Plumber Bob Babbitt, Master Mechanic Frank Lovell and Water Meter Professor Joe Swanson all appeared at the engine house on Sunday morning to install our electric clocks on a neatly varnished board. These clocks will not only tell the correct time, but will indicate just when the truck pulls away from the station.

From now on the practice will be in charge of a different member at each session. This is in order to acquaint the men better with the work. First to figure out the practice under the new ruin gis "Shorty" Steinberger. No one knows what may be the order, but you can bet your life, the "Fire's Out."

## Local Sport Paragraphs

By John Copeland

THERE just ain't none! So don't insist on local paragraphs this week. We presume of course, you already know that Henry Neutzel played nice ball as Pasadena came through with an unexpected win over Santa Monica last week; and that Fred LaLone, Bus Thomas, et al, went deer hunting on the last day of the season—with no results whatsoever.

Have you ever stopped to consider this: The Pacific Coast football conference is composed of teams, any one of which might well rank aces in any other conference in the entire country.

In other words, Oregon may come in plenty low in conference standing here—and yet be potent enough to take down vaunted eastern champs such as New York U., et cetera. "Mary's Little Lambs" can make Fordham's frenzied Rams look foolish most any day of the year.

Now it's teams like that the much maligned Trojans must scrap in one-two-three succession—and in stride. The situation is intensified by the fact that each one of those outfits is pointing plenty sharply for but one team—Howard Jones.

Stanford points for Jones, not for California. The Golden Bears would trade their Injun meat any old time for a good chunk of Tro. Loyola, St. Mary's, Washington—any or all of 'em—would gladly take walloping the rest of the season from every one's second stringers—if they could string up the undefeated Los Angeles lads.

Quite a handicap along the lines of mental strain, eh what?

Consider too that being as how old J. Public cheers his underdogs twice for every once he gives the champ a great big hand, the team must toil against an almost universal instinctive distaste for seemingly too great success in any line.

While we're raving along... The Trojans used to struggle along with about 40 or 50 plays at the height of a season. Now, with the season very young, there are considerably more than 100 plays. This apparently top-heavy number is caused by the fact that Jones is now using a complete set of plays from each formation.

That means that defensive teams are not able to figure whether the plays are going right or left in consequence of the team setup.

Plays also have to be developed for every type of defense the laddies meet, as the Jones' offense depends on that defense of the opposition. Quarterbacks in other lingo, spit out signals with full respect for what's lined up against them.

Looks as though the corn belt conferences might have a show in the New Year's game selections this season, with the great and near great being toppled over all the landscape. Iowa, Nebraska and Kansas, while no one of them is overly likely to get a call, still appear much brighter on the pigskin horizon than in some time.

Yousa, spohts suah abre lahnguishing in these heah pahrts, suh!

Might help if a little more enthusiasm be shown on this tennis court proposition, and on the hard-ball diamond, and on the winter basketball league play.

Not the slightest reason why there shouldn't be as many basketball quintets in action throughout the winter as there were

baseball teams in the summer and fall months.

And with acre upon acre of land going to waste in the city, not a regular ball field in a car-load. How come? Haven't we a loyal home town landowner with some sportsmanship in his make-up?

The tennis court question should automatically present a logical answer to everybody of its own violation. Now that the Southern California Tennis Clubs have organized into one sporting body, to meet for tournament play—it is to the city's advantage to see to it that there are courts here fit for visiting players to play upon. To say not a whit of the many local players.

Inter-city tournaments could be conducted with much publicity for Sierra Madre, and a local tennis association could be formed that would be an active body if proper facilities were provided for play. The way it is now, the game is practically dead; there's no incentive for a resurrection.

## County To Enroll 1070 Young Men For Winter C C C Camps

Restricting enrollment carefully so that only youths with dependents are admitted, Los Angeles County will enlist 1,070 men in the Civilian Conservation Corps camps in the next few weeks, Ralph Selby, county enrollment officer states.

Choosing of the enrollees will be handled by the County Welfare department instead of as formerly, by the Stabilization Bureau. Names are to be chosen from lists of families already receiving county aid.

*The NEWS prints the NEWS while it is news and prints it first!*

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## Tune In Monday Night

FLOYD GIBBONS

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IN YOUR GARDEN

BRIGHT BERRIES GLADDEN THE WINTER GARDEN  
By Jessie Ward Russell  
Landscape Gardener

THERE is always much confusion in the mind of the home gardener as to the names of the different ornamental berry shrubs that brighten up the fall and winter garden.

Most of these berry shrubs belong to the Pyracantha and Cotoneaster families. There are a few general distinguishing marks that will help to divide them into their right families. For one thing, most of the Pyracanthas have thorns on their branches while the Cotoneasters do not. Most of the Cotoneasters have a greyish-green foliage instead of the dark green of the pyracanthas. We will describe some of the best of these useful berry shrubs.

Pyracantha Lalandi is covered with clusters of bright orange colored berries at this time of year. You will notice some fine specimens of this variety in many of the gardens now, as they are at their best in the early fall.

Pyracantha Angustifolia is also orange berried. It is taller and stiffer growing than Pyracantha Lalandi, the berries are lighter orange, too, sometimes almost yellow.

Pyracantha Yunnanensis is one of the most useful of all the Pyracanthas because of its dark glossy foliage and its bright orange-red berries which cover the shrub in the winter months.

It grows in a low spreading manner that is useful for covering banks or bare spaces. It is sometimes used as a hedge but requires considerable pruning to keep it trim.

Pyracantha ormosiana is not as well known as the above but it is one of the best. It bears great masses of red berries in the winter.

Cotoneaster Panosa is the most popular of the Cotoneaster family. It is a tall graceful growing shrub with bright red berries all during the winter months.

Cotoneaster Franchetti resembles Cotoneaster Panosa but the berries are orange instead of red.

Cotoneaster Glaucous grows close to the ground. Its foliage is a light grey and is set off by the brilliant red berries in the winter.

This is a handsome shrub to use where a low spreading growth is needed.

The landscape garden would not be complete without some of these winter berrying shrubs to brighten it up when other shrubbery is dull.

Besides the Pyracanthas and the Cotoneasters there are the Native Holly Berries, the Nandinas and a few others that can be grown for their berries.

## Good Time To Buy Homes Says Head Of State Realty Board

People of ordinary means are urged to buy home sites at prevailing prices or real estate by Joseph P. Smith, California's real estate commissioner, in a statement just issued at Sacramento. Prices have leveled out to real values that make it safe and desirable for the average citizen to buy, Smith says, adding that his recommendation is made following a two-year investigation of realty conditions in the State.

"I urge that everyone who has the welfare of his family and Nation at heart, as well as his own happiness and well-being, to invest in a home or a parcel of California real estate," Mr. Smith said. "Property held at fictitious prices because of rife speculation in the past, has now settled down to a value which makes it safe for people of ordinary means to own a home."

## Farm Strike Costs Millions

by RALPH H. TAYLOR  
Sec. Agricultural Legislative Committee of California

A CAMPAIGN of intimidation, finally culminating in bloodshed and rioting, has paralyzed California agriculture, at the height of the harvesting season, for weeks past, due to the activities of radicals and agitators in inciting farm laborers.

Heavy damage already has resulted and millions of dollars in crop losses are inevitable if this condition is permitted to continue.

It is unthinkable that the level-headed and more intelligent leaders of organized labor in California wish it to continue.

California farmers expect the conservative, thoughtful heads of the labor movement to put down the "left wing" of the labor movement which has been responsible for this campaign of lawlessness and destruction.

They have a right to expect that the law-abiding element of labor will purge labor's house of the Communists and radicals who have brought discredit upon them by this attempted reign of terror.

And they also have a right to expect that the State Labor Commissioner, together with other public officials who are charged with official responsibility in labor disputes, will act firmly and intelligently to end the strike's war and permit the orderly harvesting of California crops.

California farmers, at the same time, must do their utmost to avoid clashes with the strikers, regardless of the provocation. That farmers in some sections have struck back is not a reflection on the farmers, so much as it is a reflection on the labor leaders and public officials whose inability or unwillingness to cope with the situation made it necessary for the farmer to protect himself and his property.

## PLAN IMPROVEMENT OF ROSEMEAD BLVD.

Paving and general improvement of Rosemead avenue, from Foothill boulevard to Huntington Drive, is included in a two million dollar road construction program the Board of Supervisors have submitted to the State Advisory Board.

## COMING EVENTS

— FRIDAY —  
2nd & 4th—Sierra Madre Firemen, at City Hall.  
2nd & 4th—Woman's Guild of Church of Ascension, at Parish House.

Every Friday—Sewing Circle, St. Rita's Altar Society, 10 a.m. to 4 p.m.  
— SATURDAY —  
1st & 3rd—Junior American Legion Auxiliary, at City Hall.

— SUNDAY —  
Every Sunday—Intermediate Christian Endeavor Society at 6:30 p.m. Bethany Hall.  
1st—Communion Day for women of St. Rita's Parish.

2nd—Communion Day for men. Holy Name Society; Breakfast and business meeting.

— MONDAY —  
1st & 3rd—American Legion Post 297, at City Hall.  
1st—Chamber of Commerce, at City Hall.

1st & 3rd—Order of Eastern Star, at Masonic Temple.  
2nd—Merchants Association.

2nd—Friendship Club, at Congregational Church.  
Last Monday—American Red Cross, at headquarters, 26 West Central.

— TUESDAY —  
Every Tuesday—Kiwanis Club meeting and luncheon, at Woman's Club House, 270 West Central avenue.

1st—Stated meeting of Masonic Lodge, at Temple, 33 East Central.  
1st—Missionary Meeting at Bethany Church.

1st & 3rd—Congregational Woman's Society.  
2nd—City Planning Commission.

3rd—Executive Board meeting of Bethany Missionary Society.

— WEDNESDAY —  
2nd & 4th—City Council, at City Hall.  
Every Wednesday—Boy Scout Troop No. 2, at St. Rita's auditorium.

— THURSDAY —  
1st & 3rd—Dickens Fellowship Club.  
2nd—Modern Priscillas.

2nd & 4th—American Legion Auxiliary.  
2nd—Daughters of British Empire.

2nd & 4th—Daughters of Union Veterans of Civil War, Louise Severance Tent, No. 65, at 2 p.m. Second floor, Woman's Clubhouse, 270 West Central.

2nd & 4th—Delphian Society at the home of Mrs. R. L. Fitzwilliam, 341 Acacia.

Every Thursday—Bethany Bible Class at 10 a.m., Rotunda of Bethany Church.

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## Hallowe'en Party For C. E. Societies

SIERRA MADRE'S young people accounted for about a tenth of the 404 points which Pasadena Division accumulated to win the attendance contest at the C. E. Congress held in Los Angeles last week-end. With the majority of the members of the Young People's society and many from the Intermediates, the local Endeavors were much in evidence among the 963 who registered.

Because they won the attendance award, Pasadena Division is to be especially rewarded by its officers receiving a dinner at the expense of the county officers. Ben Smith, as vice-president, is the only local lad to get in on this feed, but if one is to judge by his conduct at past banquets, he will amply make up for the lack of local representation.

Rosemarie Forrester leads the discussion in the Y.P. meeting next Sunday. While the older group hold their meeting in the rotunda, the Intermediates will be having a lively meeting in Bethany Hall.

To add their bit to the social whirl, the C.E. social departments are preparing for a Hallowe'en frolic next Friday and Saturday nights. The Young People's group will enjoy its party the first night, while the Intermediates take the second evening.

## ALHAMBRA GOBLINS GREET ROBERTSON ON HIS BIRTHDAY

Alhambra friends of Mr. and Mrs. E. D. Robertson, of 43 West Laurel avenue, surprised Mr. Robertson with a birthday party last Wednesday evening. Gay Hallowe'en decorations and costumes formed the motif for the party, the scene of which was the lovely home of Mr. and Mrs. John P. Haner on Hellman avenue, in Alhambra. A number of other friends were present to wish the honoree many happy returns of the day. Delicious refreshments were served.

## ARTIST EXHIBITS IN THE BEACH AREA

Miss Ella Shepard Bush returned recently from a vacation in which she exhibited miniatures before groups of lovers of art in San Pedro at the home of Mrs. Archibald Warnock and in Long Beach at the invitation of Mrs. Francis Llewellyn Rogers.

It takes 15 days for the average human body to recover from the loss of two consecutive nights' sleep.

Both of these socials are to be held at the Moote home, 689 West Central avenue.

Executive officers of the Y.P. society will meet some night next week.

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Sierra Madre Avenue at Foothill Blvd.  
**Dutch Lunches 15c**  
**Tap Beer 5c**  
**Sandwiches 5c**  
Tables for Ladies in Private Room

**DEIGAARD NURSERY**  
**Grand Opening Sale**  
THE NEW NURSERY On  
Huntington Drive near Myrtle Avenue --- Monrovia  
SALES YARD IN CHARGE OF MR. GEO. H. JACKSON

**GOOD SHRUBS** in 1 gallon cans  
Myrtle, Bottle Brush, Privet, Turk's Cap, Viburnum, Boxwood, Enonymous, Iochromea, Guava, Lantana, Rosemary, Jasmine, Spirea, and 30 other varieties—**10c EACH**

**TREES** 3 ft. to 7 ft high --- 1 gal. cans  
Acacias—5 varieties, Cypress—3 varieties, Camphor, Pepper, Jacaranda, Grevillea, 4 kinds of Eucalyptus—including the scarlet Fieifolia—**20c EACH**

**BIG PLANTS & TREES** in 5 gallon cans  
Magnolia, Melaleuca, Box Elder, Date Palms, Acacias, Viburnum, Pittosporum, Bamboo, etc.—Over 40 varieties **3 FOR \$1**

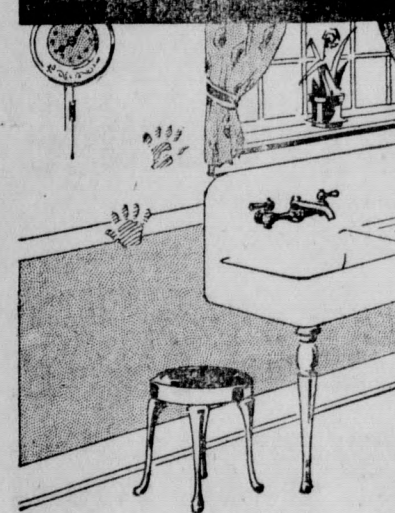
**BEDDING PLANTS — MANY VARIETIES AT 15c A DOZEN**  
**BUY NOW BEFORE THE NEW CODE INCREASES PRICES**

**Professional Directory**

|   |  |  |
|---|--|--|
| <b>Dentists</b><br><b>Dr. J. L. Woehler</b><br>Dentist<br>Sierra Madre Hotel Bldg.<br>Telephone 184-4<br>Evenings by Appointment<br><b>Warden &amp; Tiller</b><br>DENTISTS<br>Hours—8:30 to 12; 1:30 to 5<br>Phone 186-1 522 W. Central<br>Office Closed on Fridays<br><b>Eye, Ear, Nose, Throat</b><br><b>Henrietta M. Johnson, M.D.</b><br>EYE PHYSICIAN<br>Office 65 E. Central, Phone 60<br>Hours: Tues. & Wed. 10-12<br>Res. Phone. TE. 2448, Pasadena<br><b>Dr. Frank E. McCann</b><br>Specialist Eye, Ear, Nose and Throat, and fitting of Glasses.<br>Office hours 10-12, 2-4:30.<br>207-8-9 Citizens Bank Bldg.,<br>Phone 470, Monrovia. | <b>Physicians and Surgeons</b><br><b>M. H. A. Peterson, M.D.</b><br>Physician & Surgeon<br>65 E. Central Ave.<br>Phone 60, office and residence.<br>Hours 2 to 4 p.m. Daily except Saturday and Sunday and by appointment<br><b>Geo. W. Groth, M.D.</b><br>122 N. Baldwin<br>Calls Answered Day or Night<br>PHONE 20<br><b>Dr. J. C. Couturier</b><br>Physician & Surgeon<br>Office and Residence<br>463 W. Mariposa Ave., corner Park<br>Phone 16<br><b>Osteopaths</b><br><b>Dr. C. L. T. Herbert</b><br>Osteopath<br>Office in Patio S. M. Hotel<br>TELEPHONE 260-1<br>Res. Phone 215-1<br><b>May Culbertson Laidlaw</b><br>OSTEOPATHIC PHYSICIAN<br>Hours by Appointment<br>Office and Residence<br>83 N. Sunnyside—Phone 296-2 | <b>Undertakers</b><br><b>GRANT Funeral Parlors</b><br>201 W. CENTRAL<br>Telephone 93<br><b>Contractors</b><br><b>Frank M. Hildebrandt</b><br>Contractor & Builder<br>1326 S. 6th St., Arcadia, Cal<br>PHONE Sierra Madre 232-4<br>License No. 2886<br><b>Plumbing</b><br><b>and SHEET METAL</b><br><b>SIERRA MADRE HARDWARE CO.</b><br>31 West Central<br>Phone 98<br>Night: Phone 299-4<br><b>Plumbing</b><br><b>and SHEET METAL</b><br><b>SIERRA MADRE HARDWARE CO.</b><br>31 West Central<br>Phone 98<br>Night: Phone 299-4 |
|---|--|--|

**W. J. ROPP**  
ELECTRICAL WIRING AND REPAIRING  
Estimates Furnished — Work Guaranteed  
45 WEST HIGHLAND AVE. PHONE 216-4

## Boys will be boys!



But mothers needn't worry over a few finger prints on the walls—that is, if the walls are finished with

**ACME QUALITY Interior Gloss Finish**  
the washable finish for walls and woodwork



LET us show you how little it costs to give your home the charm of fresh, restful new color with Interior Gloss. It is especially fine for kitchens and bathrooms—because it is waterproof and because grease spots, etc., wash off easily with soap and water. Twelve modish pastel shades and white... all of them washable. See us today.

**Sierra Madre Hardware Co.**

**BRONCHIAL ASTHMA**  
Why suffer from this most disagreeable ailment when relief is at your disposal. No drugs—no serum. Try Terpezone—the Breath of Life.  
Complimentary Trial Treatment  
**TERPEZONE INSTITUTE**  
Phone 16 463 W. Montecito Ave.  
Open Evenings

**2¢ A MILE**

## EVERY DAY—ONE WAY & ROUNDTRIP

YOU can go almost anywhere in the West on fast, comfortable S. P. trains for about 2¢ a mile. It's cheaper now to go by train than to drive your own car! Get your tickets today. For example:

| To            | Tourist One Way | First Class Roundtrip 21 Days |
|---------------|-----------------|-------------------------------|
| SAN FRANCISCO | \$ 9.50         | \$14.00                       |
| PORTLAND      | 19.00           | 30.00                         |
| EL PASO       | 12.00           | 32.80                         |
| PHOENIX       | 8.55            | 17.40                         |
| Eugene, Ore.  | 19.00           | 29.00                         |
| Fresno        | 5.60            | 12.00                         |
| Sacramento    | 9.50            | 18.50                         |
| Tucson, Ariz. | 10.10           | 20.50                         |

Similar fares between nearly all S. P. Stations

**Southern Pacific**  
AGENT—GEORGE E. MESECAR  
Central and Baldwin—Phone 219-3



## Pasadenans Drop 6-2 Tilt To All-Stars

Added Joy In Victory Of Locals As They Drub Palmer, Leading Legion Hurler

Sierra Madre's All-Star ball team evened up the score with Pasadena's All-Stars on the school diamond Thursday evening when the Crown City aggregation was defeated 6-2. There was added satisfaction in the victory for the locals due to the fact that Palmer, moundsman credited with having won the 18th district Legion League pennant for the Pasadena Legionnaires, did the hurling for the visitors.

Palmer was worsted in a pitcher's duel with his ancient enemy of the diamond, Waverly Pratt, who heaved for the locals. Pratt allowed nine hits, struck out 14 batsmen and on the offensive side, clouted out a home run. Palmer was touched up for 11 hits, gave a base on balls and was credited with six strike outs.

A third of the local stars were members of the LaLone family, two playing in the outfield while the third covered the hot corner. Two of the brothers, by the way, were credited with six or more than half of the hits off Palmer. The game was played according to the standard indoor rules, with overhand pitching, increased distance between the bases and between the pitcher and the home

## RETURN HERE AFTER SUMMER IN DAKOTA

Mrs. James Anderson and Miss Margaret McAndrew, who spent the summer in North Dakota, have returned and have taken a home at 395 North Auburn avenue.

## CCC Camp Boys Will Build New Road In Hills Back Of City

A forestry spur road to connect the Santa Anita Highway now being constructed in the Big Santa Anita Canyon, with the back country at the West Fork of the San Gabriel River, is to be one of the first projects of the CCC camp soon to be located on Monrovia Peak. The camp, only NRA outfit to be allotted to the Angeles Forest district this winter, will also work on the completion of the Monrovia forest service road to Newcomb's Pass.

It may or may not be the last game of the season in Sierra Madre—probably won't be if the present summer weather continues for long. The score:

| Pasadena     | AB | R | H | E |
|--------------|----|---|---|---|
| McNeil, 1b   | 4  | 0 | 0 | 0 |
| Conover, 3b  | 4  | 0 | 2 | 0 |
| Schaffer, c  | 4  | 0 | 0 | 0 |
| Meehan, 2b   | 4  | 0 | 2 | 0 |
| Thornton, ss | 4  | 1 | 1 | 2 |
| Palmer, p    | 3  | 0 | 0 | 1 |
| Hanson, lf   | 4  | 0 | 1 | 0 |
| Bert, cf     | 4  | 1 | 2 | 0 |
| Snyder, cf   | 4  | 0 | 1 | 0 |

| Sierra Madre  | AB | R | H | E |
|---------------|----|---|---|---|
| R. LaLone, lf | 5  | 0 | 0 | 0 |
| Harkness, ss  | 4  | 2 | 0 | 0 |
| F. LaLone, cf | 5  | 2 | 3 | 0 |
| Lorenzini, rf | 4  | 0 | 1 | 0 |
| Brain, c      | 3  | 1 | 2 | 0 |
| E. LaLone, 3b | 4  | 0 | 3 | 0 |
| Hedlund, 2b   | 4  | 0 | 0 | 0 |
| Smith, 1b     | 4  | 0 | 1 | 1 |
| Pratt, p      | 4  | 1 | 1 | 0 |

Score by innings:

|              |     |     |     |    |
|--------------|-----|-----|-----|----|
| Sierra Madre | 104 | 000 | 010 | —6 |
| Pasadena     | 000 | 011 | 000 | —2 |

Three base hits, E. LaLone; home run, Pratt; first on balls, off Palmer 1; struck out by Pratt 14, by Palmer 6.

## Homemakers Learn About Lighting And Kitchen Devices

Presenting facts concerning modern kitchen equipment and proper home lighting startlingly new to most of their listeners, cooking experts and technical demonstrators put on an instructive and entertaining home development program in the public school auditorium Wednesday afternoon under the auspices of Parent-Teachers Association.

In a novel presentation of home lighting facts, George M. Rankin, lighting sales supervisor for the Southern California Edison company, impressed on the audience the importance of discretion in colored interior illumination by means of demonstrations of various effects on a miniature stage. It was shown how immoderate use of strong reds and greens will wash out the original coloring of drapery and upholstery, leaving inartistic even garish, effects.

In home illumination, Rankin stated, the best results may be obtained by indirect lighting. He showed sketches of a floor lamp with one strong globe in the top, reflecting onto the ceiling, and two smaller globes below for reading purposes. By means of charts he pointed out the mechanics of eye strain caused by both gloom and glare.

Mrs. Mercedes Gaffney, cooking expert, demonstrated ultra modern roasters, casseroles and club toasters, calculated to make the housewife's lot a much happier one. Similar demonstrations were given by Mrs. Eulalie Brandhuber and Mrs. Hazel G. Carlson.

## Lucky Baldwin's Grudge Against City Is Explained

(Continued from Page One)

right of way for a water pipe line from Sierra Madre to the ranch was taken care of in deeds from N. C. Carter. Wooden troughs conveyed the water from Live Oak avenue to the ranch, running from a tunnel in the canyon. When Dr. Norman Bridge was president of the water company it was decided, because the water supply was not meeting with the increasing demands of the population, to build a new tunnel. After it was built, Baldwin claimed the water from the old tunnel was being diverted underground into the new one, and because of this fact he should be allowed to take water from the second tunnel.

In the resultant lawsuit the waters of the two tunnels were proved to be separate, by means of a thermometer which indicated their temperatures were different. So Sierra Madre won the fight. Baldwin was so provoked at the result, Twycross said, that he fenced his property at Baldwin avenue and Live Oak, and didn't remove the obstruction until the court ordered him to open the thoroughfare in order that the mail deliveries could be made.

Telling of the building of the Santa Fe road through the ranch, of the discovery of oil shale on the property, and of the origin of the pepper and eucalyptus on Double Drive, Mr. Twycross touched at some length on the entirety of Baldwin's lengthy and varied career in this section of the country.

"Mr. Baldwin," he told, "set out the trees on Double Drive, and left space in the center for a carline which he intended should extend from the mountains to the ocean, on the same order as Euclid avenue in Ontario. This was a dream never to be realized. However the street is now on the most beautiful drives in Southern California, with the center section used by many horsemen and picnickers.

"Who says," he concluded, "that this man was not a great help to Sierra Madre?"

Arthur Carter, son of N. C. Carter, Sierra Madre founder, gave many interesting recollections concerning Baldwin and the early life in this section of the State. One of his anecdotes had to do with Baldwin's habit of always packing a rifle while in the city, because a squatter once took a shot at him in the Santa Anita Canyon.

Mrs. L. E. Steinberger, wife of one of the town's oldest residents, told of knowing Jennie Dexter in Virginia City. This same Jennie Dexter became the third wife of Baldwin, and was the mother of the present Mrs. Anita Baldwin.

Introduced as the first mayor of Sierra Madre, C. W. Jones recounted Baldwin's cordiality toward him in the many business transactions in connection with the city water rights purchase. The story, known to every old timer, of the famous test suit mentioned by Mr. Twycross, was touched lightly upon by Mr. Jones.

Mrs. Hawxhurst, as chairman of the meeting, read extracts from an article written some time ago by Albert Gregory, manager of the Hastings Ranch. In the few slightly yellowed pages were romantic stories of the times of tally-ho parties and livery rig excursions from Los Angeles, of Norval McGregor's meeting with Baldwin in San Francisco . . . when Baldwin was well along in years, his throat bound in red flannel . . . and a be-feathered and be-ruffed young girl hanging on his still spiny arm . . .

"Lucky's" less known personal side, his love of beauty in nature and in music, was brought out by Mrs. B. R. Charles, friend and life-long associate of Mrs. Anita Baldwin. Baldwin, she said, devoted much of his time and interest to the furtherance of the musical ability of his best beloved daughter, Anita.

A man whose rugged individualism and intense personality made him "good copy" to the newspapers, Baldwin's character has undoubtedly been too highly colored and too blackly painted, she stated.

Many members of the Pasadena Historical Society were present, including Mr. and Mrs. T. D. Allen, Mrs. Jennie Bradford Ford, Mr. and Mrs. A. D. Bestor and George Damon. Other guests were Mr. and Mrs. Linn Denny, Mrs. Henri R. Davis, and Mrs. J. Gordon Johnson of Pasadena, whose mother was Sarah Ann Unruh, Baldwin's first wife and half sister of Clara Baldwin.

In the way of business, minutes were read, and William Lauren Rhoades, society curator, made a report. Mr. Twycross was appointed to compile data on various spots about the city of historical interest or significance.

# Roberts Market

"Home of the Green Frog"

Telephones 34 & 260-4—Cor. Central and Baldwin Aves.

Prices Effective Friday and Saturday --- October 21 and 22

MAID O' CLOVER

**CREAMERY BUTTER** per pound **21<sup>c</sup>**

RICH UTAH BUTTER IN QUARTERS

GOLDEN STATE

**EVAPORATED MILK** tall can **5<sup>c</sup>**

"ENDS THE QUEST FOR THE BEST"

OREGON

**LONGHORN CHEESE** per pound **13<sup>c</sup>**

MILD, FULL CREAM CHEESE

GOLDEN WEST

**Oleo 2 pounds** **15<sup>c</sup>** **Beer 3 bottles** **25<sup>c</sup>**

Highest Quality

FIRM LOCAL

**Tomatoes** 4 lbs **15<sup>c</sup>** **FANCY YOUNG**

**CRISP HEARTS OF** **Spinach** 5 for **10<sup>c</sup>** **SWEET GREEN**

**Celery** 5 for **10<sup>c</sup>** **Peas** 5 lbs **25<sup>c</sup>**

**FIRM NORTHERN** **FANCY LARGE** **Artichokes** 4 for **25<sup>c</sup>**

**Lettuce** 2 for **9<sup>c</sup>**

SWEET SEEDLESS OR

**MUSCAT GRAPES** 7 lbs. **15<sup>c</sup>**

By the Lug—49c

No. 1 BARTLETT

**Pears** 6 lbs **25<sup>c</sup>** **FRESH GREEN** **Asparagus** 2 lbs **19<sup>c</sup>**

**GOLDEN RIPE** **TENDER SWEET** **Corn** 6 ears **15<sup>c</sup>**

**Bananas** 6 lbs **25<sup>c</sup>** **FRESH WHITE** **Cauliflower** 2 heads **5<sup>c</sup>**

**NORTHERN** **Strawberries** 2 baskets **25<sup>c</sup>**

FANCY LARGE

**Bellefleur Apples** 11 lbs **25<sup>c</sup>**

By the box—75c

WASHED BURBANK

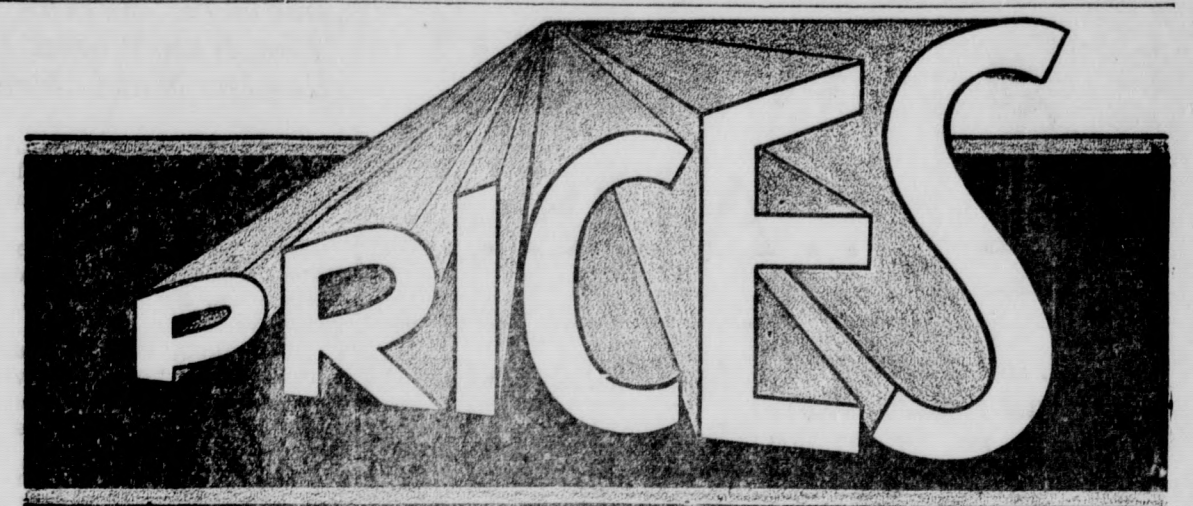
**Potatoes** 18 lbs **25<sup>c</sup>** **SWEET RIPE** **Persimmons** 2 lbs **15<sup>c</sup>**

**No. 1 IDAHO RUSSET** **CRISP JONATHAN** **Apples** 6 lbs **25<sup>c</sup>**

**Potatoes** 15-lb bag **29<sup>c</sup>** **NEW CROP** **Walnuts** 2 lbs **27<sup>c</sup>**

**JERSEY** **Sweet Spuds** 5 lbs **15<sup>c</sup>**

All Green Vegetables are double washed in our store and are free from harmful sprays and insecticides.



**THAT PLACE LOW COST ON QUALITY FOODS AT YOUR CONVENIENCE — NEARBY**

These prices are effective Thursday, Friday, Saturday, Oct. 19, 20, 21 in all of our stores within a radius of thirty-five miles of Los Angeles.

**QUALITY EGGS** PER DOZ. **25<sup>c</sup>**

Quality brand, selected large eggs, inspected, candled, and packed in cartons. A week-end value.

**BUTTER** PER L.B. **22<sup>c</sup>**

Churned from top quality cream, quartered, and packed in cartons at the modern Lucerne Creamery.

**MILK** EVAPORATED MAX-I-MUM TALL CAN **5<sup>c</sup>**

Whole sweet milk, evaporated to thickness of cream. For cooking or table use. In 14½-oz. cans.

**SUGAR** PURE CANE 10 LBS. FOR **47<sup>c</sup>**

Pure cane sugar, finely granulated and packed in sanitary, strong cloth bags. It is fine for canning.

**Tidbit** Pineapple 6<sup>c</sup> **Salmon** Red 14<sup>c</sup>

Salad size segments, sun-ripened Hawaiian pineapple. Red Alaska Salmon, rich in natural oils, vitamins.

**Salad** Fruits No. 1 15<sup>c</sup> **Corned Beef** 12<sup>c</sup>

Selected fruits, ideal for cocktails, desserts, salads. Tender, fine-grained beef, slices evenly and easily.

**Mustard** 2 6-oz. Cans 15<sup>c</sup> **Sliced** Pineapple 14-oz. Can 8<sup>c</sup>

Whole mustard seed, ground, blended with spice. Just the center slices of sun-ripened pineapple.

**Deviled Meat** 3½-oz. Can 4<sup>c</sup> **Pineapple** No. 2½ Can 15<sup>c</sup>

Beef, pork, ham, ground and spiced. For sandwiches. Eight large slices of Hawaiian pineapple in each can.

**Deviled Ham** 3-oz. Can 10<sup>c</sup> **Peaches** De Luxe 12<sup>c</sup>

Genuine deviled ham—from spiced ham, ground. Halves or sliced. De Luxe quality. California clings.

**Sausage** Vienna 4-oz. Can 7<sup>c</sup> **Tomato Juice** No. 2 Can 7<sup>c</sup>

Vienna style, tiny sausage, packed in own jelly. Just the juice "gentle pressed" from fresh tomatoes.

**Tongue** Luncheon 6-oz. Can 17<sup>c</sup> **Corn** Country Gentleman 11-Ounce Can 10<sup>c</sup>

Pure pork tongues—spiced and carefully packed. Country Gentleman variety. From "tall corn" region.

**Veal Loaf** 7-oz. Can 15<sup>c</sup> **Tips** Small Green 2 Cans 25<sup>c</sup>

Tasty veal, made from fresh ground lean veal. Tender, small green tips of California Asparagus.

**Spinach** No. 2½ Can 15<sup>c</sup> **Kraut** Fancy Pack 2 Cans 25<sup>c</sup>

Washed and re-washed to remove all sand or grit. Crisp, white shreds of top quality sauerkraut.

**Crisco** 18<sup>c</sup> **Soup** 6<sup>c</sup>

For Shortening and Frying—1-Pound Can Van Camp's Tomato 10½-Ounce Can

**Flour** 27<sup>c</sup> **Soap** 6<sup>c</sup>

Swansdown Cake Flour Large 44-Ounce Pkg. Palmolive High Quality Toilet Soap

**Salt** 8<sup>c</sup> **Salt** 8<sup>c</sup>

Leslie's Full Strength 2-Pound Box Morton's Free Running 26-Ounce Package

**Bread** 12<sup>c</sup> **Cocoa** 10<sup>c</sup>

A-Y White or Wheat Sliced—Large Loaf Baker's Famous Breakfast ½-Pound Can

**Oil** 35<sup>c</sup> **Milk** 10<sup>c</sup>

Penn-Rad Motor Oil 2-Quart Sealed Can Lucerne Grade "A" Pasteurized—Quart

**Crackers** Snowflake 1-Lb. Pkg. 16<sup>c</sup> **Mayonnaise** Pint Jar 24<sup>c</sup>

Snowflakes—National Biscuits' crisp salted soda cracker. Best Foods "double-whipped." Makes salads appetizing.

**Jell-O** Dessert 3 Pkgs. 19<sup>c</sup> **Tobacco** 2 Cans 23<sup>c</sup>

Just mix Jell-O and lukewarm water for a tasty dessert. Prince Albert, fine tobaccos blended for pipe smokers.

**Camay Soap** 2 Bars 9<sup>c</sup> **Cigarettes** 2 Pkgs. 23<sup>c</sup>

Camay's mild, gentle, luxuriant lather is gentle on skin. Camels, Lucky Strikes, Chesterfields, and Old Golds.

**Airway** Coffee 1-Lb. 15<sup>c</sup> **Coffee** Dependable Tin 23<sup>c</sup>

Pure Brazilian coffee, freshly roasted. Ground to order. Edwards' Dependable—Choice quality at a low cost.

**HAMS** SWIFT'S PREMIUM WHOLE or FULL HALF—PER LB. **16<sup>c</sup>**

Whole or full half of Swift Premium skinned hams. Excellent baked with sweet potatoes.

**VEAL** CHOPS 22<sup>c</sup> **SHOULDER** 13<sup>c</sup> **STEW** 10<sup>c</sup>

Tender milk veal. Rib chops, shoulder roast and breast to stew. Top quality at a low price.

**Sausage** 2 Pkg. 25<sup>c</sup> **Roast** Shoulder Chuck 14<sup>c</sup>

Swift's Brookfield link sausage, from fresh lean pork. Shoulder chuck of steer or baby beef. Boned, rolled 18c lb.

**Plate Rib** Boiling Beef-Lb. 7<sup>c</sup> **Prime Rib** or Rump Roast Per Pound 20<sup>c</sup>

Plate ribs of beef to boil, braise, or fricassee. Delicious. Oven roasts cut from prime rib and rump of fancy beef.

**Beef** Ground or Lbs. 25<sup>c</sup> **Jack Cheese** 15<sup>c</sup>

Choice cuts to stew, or ground for patties or hamburger. Case's Monterey Jack Cheese. Mild, yet full-flavored.

**Fowl** Dry Picked Per Lb. 24<sup>c</sup> **Salmon** 22<sup>c</sup> **Black Cod** 20<sup>c</sup>

Fancy, dry picked colored fowl. Grain-fed, firm-fleshed. Choice cuts of Northern salmon and Black Cod fillet.

**Corned** Beef Boneless 2 For 25<sup>c</sup> **Oysters** Fresh Eastern Large—Dorcen 30<sup>c</sup>

Boneless brisket of beef—corned. Tender, fine-grained. Red Cross brand fresh Eastern oysters. N. Y. Counts.

**FRESH PRODUCE**

WEEK-END VALUES AT SAFEWAY AND PIGGLY WIGGLY OPERATED STANDS.

**Apples** 5 Lbs. For 19<sup>c</sup> **Potatoes** 10 Lbs. For 19<sup>c</sup>

Washington Jonathans. Crisp, juicy eating apples. No. 1 quality, Stockton Burbanks. Fine for boiling.

**Celery** Large Size Per Stalk 5<sup>c</sup> **Onions** 3 For 5<sup>c</sup>

Large, well-bleached stalks of locally grown celery. Sweet Spanish Onions. Mild, clean. For slicing.

**SAFEWAY and PIGGLY WIGGLY**

We reserve right to limit. None to dealers. Prices subject to change without notice.





# WANT ADS.

## Classified Rates And Instructions

Ten cents per line for first insertion; 7 cents per line for subsequent insertions. Count five words to the line. Two initials count as one word. The minimum charge is 25 cents. In order to avoid expense of bookkeeping and collecting, it is desirable that all classified advertisements be paid in advance, unless you have ledger account with THE NEWS. Classified Ads received after 5 p.m. Wednesday may be run under heading 'Too Late to Classify.'

## WORK WANTED

COMPETENT GIRL will care for children during day. Phone 211-3. —4:4

AUTO PAINTING. Tops recovered. Duco paint jobs \$15 up. Work guaranteed. Have your top recovered before it rains. Phone 82 for estimates. S. M. Garage. —4:tfa

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call, The Handy Man. Phone 334-1. B. A. Platte. 11:tfa

## FOR SALE MISCELLANEOUS

BANTAMS and pigeons for sale. 541 W. Orange Grove. —4:7e

INLAID LINOLEUM 6x9 ft., with few old pieces, good condition. \$7. Call 329-2. —4:e

NEW CROP clover honey from our Nebraska, and Wyoming Apiaries. 5 lbs. for 65c. Hansen, cor Ramona and Sierra Madre Aves. —4:tfe

YOUNG GESE and Ducks for sale. 71 N. Lima. Phone 151-3. —4:e

STRICKLAND'S FEED STORE —Birds, cages, flowers, fertilizer. —38:1

## EXCHANGES

TRADE FOR Sierra Madre: clear 5 room frame house, lot 50 x170. 1121 North Muscatell Ave., Sunny Slope, San Gabriel. —3:5f

FIVE ROOM stucco home clear, Lakeside, 20 miles east of San Diego, for exchange for good clear small home, Sierra Madre. W. Darling, Lakeside, Calif. —4:5f

## ROOMS --- BOARD

PLEASANT HOME for lady with single lady. Board & room \$6 week. 315 N Baldwin. —4:h

CONVALESCENT OR Invalid may have pleasant room, good care and a real home. Phone 259-2. —48:h

## ROOFING

### MONARCH Roofing Company

"Renable Roofers"  
CARSON G. BELL, Proprietor  
Office and Warehouse 500 S. Raymond, Pasadena. Colorado 6191

## WANTED

HOME FOR nearly grown kitten. Unusually intelligent and affectionate. Good playmate. Phone 245-4. —4:k

HAVE \$1200 cash and clear lot on Wilson Ave. for a three bedroom home in Sierra Madre. Box L, News Office. —4:k

## Here's Where Service Serves

Some of the very, very low prices placed on desirable real estate should not be published.

## This Week

I offer what I consider as one of the best corners in this community  
109 x 80

All improvements in and — paid for —

at a figure less than — the Street Work

Close to everything  
JUST ASK

## Humphries

No Trouble to Answer  
Questions

## Lecture Series On 'The New World' Will Begin Next Friday

On Friday evening, October 27, will be the first of the lectures to be given by Dr. Raymond C. Brooks of Pomona College on the general theme of "The New World." The subject of this first lecture will be "The Birth of the New World."

In speaking of the lecture Dr. Brooks said, "We are living in momentous days. I wonder if many people realize that a great change has come over the world? I wonder if any of us can grasp the significance of the bloodless revolution that is taking place? It affects every aspect of our life. Unwittingly we are actors in a drama, the climax of which no man can see."

As a close student of the spiritual forces that surround us and make us over, the lecturer has a message of great significance.

Dinner will be served by the ladies of the Church at 6:30 and Dr. Brooks will speak after the meal. Any who cannot come to the dinner are welcome to attend the lecture without charge.

The dates and subjects of the course of addresses are: October 27, "The Birth of the New World;" November 17, "The Path from the Old to the New;" December 15, "The Shape of Things to Come;" January 26, to be announced.

## "LADY FOR A DAY" AT COLORADO THEATRE

TO the Columbia Studios, to Director Frank Capra, to scenarist Robert Riskin, to Damon Runyon, the author, Warren William, the star, to May Robson, Guy Kibbee, to the cameramen, props and technicians — in fact to anyone who either directly or indirectly took part in the production of "Lady for a Day" go the plaudits of the movie-going populace for having turned out one of the most entertaining pictures of this or any other year.

"Lady for a Day," now at Bard's Colorado Theatre, in Pasadena, is destined for a prominent niche in screendom's Hall of Fame. Like "Seventh Heaven," "Broken Blossoms" and "Humoresque" it possesses that indefinable quality that distinguishes greatness.

Hard-boiled men and tender earted women, sweet young debs and sophisticated flappers, impatient youngsters and sleepy-eyed elders will laugh and cry and thrill alike to the touching, pathetic story.

## ST. RITA'S SOCIETY TO HOLD FOOD SALE

Tomorrow, Saturday, October 21, the St. Rita's Altar Society will conduct another of its cooked food sales at the Baldwin avenue Safeway store. Mrs. George Otte and Mrs. John Colbert will be in charge of the day's activities and sales.

## MANY FELICITATE DANIEL SHAFFER ON BIRTHDAY

Daniel Shaffer, father of Mrs. Albert Wheeling, of 101 East Central avenue, was the recipient of 73 cards and letters and a number of presents on the occasion of his 82nd birthday Tuesday.

## Prize Offered For Best Essay On Civil War Veteran Here

Fifth and sixth grade pupils of the St. Rita's and the grammar school will compete in an essay contest conducted by the Louise Severance Tent of the Daughters of Union Veterans of the Civil War, it was announced yesterday.

The best essay, written on the subject of a veteran of the Civil war, will bring to its author a prize award of a handsome silk American flag. Judges are to be selected from among the local citizenry. Essays should be completed as soon as possible, no manuscript to run over 300 words.

## FILM FAVORITES AT ARCADIA THEATRE

"Three Cornered Moon," starring Claudette Colbert, Richard Arlen and Mary Boland, will be shown on Sunday and Monday at Dean's Arcadia Theatre, 44 Huntington Drive, Arcadia. Four selected short subjects, an organologue, news, cartoon and travel talk will complete the program.

Leslie Howard and Douglas Fairbanks, Jr., in "Captured," brings a picture all that the title implies. It will be shown Tuesday and Wednesday. Aesop's Fable Cartoon, "Tumbledown Town," Fox News and Vanity Comedy are added attractions.

The story of the other woman, "I Loved a Woman," starring Edward G. Robinson and Kay Francis, is scheduled for presentation beginning next Thursday.

## Scouts Hold Honor Court Here Tonight

SIERRA MADRE Boy Scouts will receive public commendation tonight for their scouting activity when the quarterly Court of Honor will be held in the scout quarters of the basement of the Congregational Church. Five boys will be installed into scouting with Tenderfoot rankings, three are scheduled to advance from that stage to second-class, two will advance to first-class scouts, while two will be awarded Star Scout insignia.

A signaling demonstration will be given by two teams composed of Gale Hersey and John Gosard, and Herbert Grammel and Ralph Hilbert. Relay races in knot tying are to likewise include two teams, whose members are to be Buddy Walsworth, Billy Van Meter, David Wood, Billy Adwell, Norman Jensen Jr., Richard Reel, Claude Allen and Donald Nelson. Rescue and first-aid demonstrations will be given by Hial Hall, Edward Decker and Charles Collins.

## PNEUMONIA FATAL TO DAPHNE LINDLEY

Daphne Lindley, six year old daughter of Mr. and Mrs. Logan J. Lindley, of 60 West Laurel avenue, passed away early Tuesday morning at the Pasadena Hospital from pneumonia, following a short illness.

Funeral services, in charge of Grant's Funeral Parlor, will not be completed until the arrival of Mr. Lindley from Christobal, South America, where he is employed by an oil company. He is expected by plane Monday morning. Daphne was born August 3, 1927, in Maracibo, South America, and was a pupil at the local grammar school.

## SAMUEL LEVINSON DIES AT HOME HERE

Funeral services were held in Los Angeles on Thursday for Samuel Levinson, 48, who passed away at his home on North Sunnyside avenue, Wednesday evening.

Surviving are his wife, Sarah Levinson; two sons, Albert and Robert, and one daughter, Dorothy.

## Forum Sessions To Be Resumed Here On Tuesday November 7

Fall sessions of the Sierra Madre Forum will begin November 7, it was announced this week by Mrs. John H. Robertson, president. A directors meeting to arrange for speakers will be held before the opening meeting, Mrs. Robertson stated.

## BRIDGE TOURNAMENT AT WOMANS CLUBHOUSE

The bridge tournament, under the direction of Mrs. John Craig, will begin this afternoon at the clubhouse. The first session will be held from 2 to 4 o'clock.

## Sales Tax Import Stressed To Kiwanis

(Continued from Page One)  
between the present financial situation in California and the case of men adrift in a small boat.

"Twenty-five men are in a boat out at sea," he said, "and five of those men are compelled to row. Finally they become exhausted. They call on the others for assistance, but the twenty reply that the five must do the work. . . . Either there is an agreement reached whereby all twenty-five men man the oars—or the boat will soon sink. It is that way with us now. We must either sink by an unequal tax, or be saved by an equitable one."

At present there is no way to raise the necessary tax monies if the sales tax is repealed, Mr. Keiser stated. No citizen, he said, can harbor love for a government that has an unpalatable tax system that makes home ownership an utter hardship, and we should be warned to reduce all such taxes as increase that burden on the home owner.

John S. Billheimer introduced the speaker whose presence here was arranged for by Councilman Lester K. Layton.

## Expert

Haircutting  
at  
Popular Prices

Improve your appearance at

LANGLEY'S  
BARBER SHOP  
KERSTING COURT



Mrs. Myrtle Bradford, of Woodland Drive, is spending a week in Long Beach.

Mrs. Bernice Daily, of Mariposa avenue, spent the weekend with friends at Big Pines.

Mr. and Mrs. LaRoy Davis, John Noble and Mrs. Alice Hogan spent Sunday in Long Beach.

Mr. and Mrs. Woodson F. Jones and Mrs. Julia Shannon visited friends in Pomona on Sunday.

Mrs. Harvey, of Ramona avenue, has been confined to bed for the past two weeks through illness.

Mrs. R. A. Gilbert, of San Francisco, is visiting her daughter, Mrs. Gordon B. Wolfe, of 181 Vista Circle Drive.

Wesley Stinman, of 76 North Auburn avenue, father of Ben and Miss Minnie Stinman, has been quite ill this week.

Mrs. W. M. Bristol, of Redlands, is visiting her niece, Mrs. R. S. Jensen, of 561 West Grand View avenue, for a week.

Mrs. Caroline Brady, of Creston, Iowa, is visiting at the home of her granddaughter, Mrs. Hi Embree, 45 Montecito Court.

Mr. and Mrs. Frank U. Smith, of 71 North Lima street, were guests of their son, William Stark, in Glendale on Saturday.

Mrs. W. W. Pope, of Brookside Lane, was the guest of Mr. and Mrs. Otis B. Andrews and family, of Alhambra, Tuesday and Wednesday.

Mr. and Mrs. Charles Mullins, of West Hollywood, were Sunday guests of Mr. and Mrs. Frank U. Smith, of North Lima street.

Mrs. John Hirsh, of John's Pipe Shop, Los Angeles, will be the weekend guest of Mrs. Otto Semke, of 73 West Grand View avenue.

Mrs. Agnes Tyree, of South Hermosa avenue, was a guest at a luncheon and theatre party on Saturday at the home of Mrs. A. N. Cole in Pasadena.

The hope chest to be given at St. Rita's Bazaar, which will be held November 17 and 18, is on display in the window of J. F. Sadler and company, Kersting Court.

Langdon C. Schuck, of 298 East Grand View avenue, returned to his duties at the Los Angeles Gas Company on Monday, after a vacation of two weeks.

Mr. and Mrs. C. H. Tuggle, of West Central avenue, spent Monday visiting Mr. Tuggle's uncle, George Tuggle, in Culver City, and Mrs. Mary Hoover, of Santa Monica. Mrs. Hoover is an old friend of Mrs. Tuggle from Marshfield, Miss.

Mrs. Mae W. Hicks, mother of Mrs. Waverly E. Pratt, of 667 West Grand View avenue, presented a pageant with 75 children between the ages of two and seven years on Tuesday at the First Methodist Church, Long Beach.

Mr. and Mrs. Nestor A. Young, of 209 West Highland avenue, have returned from an 11-day trip to Fresno. They were in the San Joaquin Valley, during the cotton strike riots. They visited San Luis Obispo, Tulare and other northern cities.

The Eteri Girls' Club met on Wednesday evening at the home of Rev. and Mrs. William Duncan Ogg, 258 North Mountain Trail avenue. Miss Grace Ogg, who is on furlough from Syria, where

she has been engaged in missionary work for a number of years, was speaker of the evening.

Mr. and Mrs. Charles W. Collins, of 124 aEst Alegria avenue, returned on Saturday from a visit in the east. Mrs. Collins spent much of her time with relatives in Memphis, Tenn. Mr. Collins joined her at Dallas, Tex., for the return trip. They drove back a new car.

R. O. and Cricket Caukin of 49 West Grandview avenue returned Tuesday from Berkeley, where they went Saturday to attend the funeral services of Mrs. E. S. Blackwell, mother of Mrs. R. O. Caukin. Mrs. Caukin will remain in Berkeley for a short time.

C. W. Jones, Mr. G. B. Morgridge and Mr. Edwin W. Ward, Jr., were delegates from the Congregational church to the annual meeting of the Los Angeles Association of Congregational Churches held at Oneonta Park on Tuesday last. Rev. W. H. Hannaford and Rev. Arthur O.

Fritchard also attended as ministerial members of the Association.

Gordon B. Wolf, of 181 Vista Circle Drive, will leave today on a fishing trip in the High Sierras with Los Angeles friends.

Mrs. Uhlman, of East Grand View avenue is able to be around again following injuries received when she was thrown from an automobile when the door of the car flew open.

Mrs. Gordon B. Wolf, of Vista Circle Drive, was guest on Wednesday at a baby shower for Mrs. Walt Disney, given at the home of Mrs. W. C. Garrity in Hollywood.

## BOOK BOX

16 W. Central — Phone 94  
Read  
"BARBARY COAST"  
The truth of the underworld  
of San Francisco  
3c day

## Pepper Tree Inn

Roast Duck & Chicken  
Dinners—75c  
Toasted Chicken and Duck  
Sandwiches, with Salad  
and Beverage

35c

Orders taken for pure grape juice, any amount. Watch it made from grapes of the Hastings vineyard. Bring your own container.

Phone 312-1  
90 S. Sierra Madre Ave.

## BRIDGE PARTIES

TEAS

## LA CASA VIEJA TEA ROOM

The Old Home

Chicken Dinners 60c, 85c Plate Lunch 40c  
HOME COOKED

TELEPHONE 80 265 East Central Avenue  
Reservations Preferred 266 E. Montecito Ave.  
Mrs. W. R. Lees, Manager Sierra Madre, Calif.

## Sunset Apple Sauce Cake . . .

by Betty Crocker's recipe. Light and delicately spiced and topped with a creamy milk chocolate icing—

## 50-50 Glazed Doughnuts . . .

Cake and Raised Doughnuts . . .  
You'll find many more helpful suggestions here for Halloween—

## WISTARIA BAKE SHOP

"The Home of Good Things to Eat"

4 East Central Phone 99

## CY YOUNG'S MARKET

Phone 95

|                         |             |
|-------------------------|-------------|
| CUDAHY PURITAN BACON    |             |
| 1/2-pound packages      | each 11     |
| Just received barrel of |             |
| WISCONSIN KRAUT         | 2 pounds 15 |
| FRESH SPARE RIBS        | 25          |
| 2 pounds                |             |
| LAMB STEW               | 5c          |
| pound                   |             |
| PORK LOIN               | 20          |
| ROAST, lb               |             |
| Demonstration Saturday  |             |
| FRESH NORTHERN SALMON   | 23          |
| pound                   |             |

## RESNICK'S

PHONE 47 and your order will be delivered FREE

Sugar . . . . . 10 lbs. 47c  
Home Cooperative Butter . . . . . lb. 22c  
(Distributed by Golden State Co.)  
Extra Large Eggs . . . . . doz. 25c  
Table Queen Peaches, Plums, Apricots, Iris Sauerkraut, No. 2 1/2 cans; Iris Corn, No. 2 cans—2 for 25c



## All Flavors

2 for 11c

Calif. Pure Peanut Butter, pt. jar 15c, 2 pt. jars 25c  
Extra Fancy Jonathan Apples . . . . . 5 lbs. 17c  
Washington Bellefleur Apples . . . . . 10 lbs. 25c  
Large Tomatoes . . . . . 3 lbs. 10c  
Celery—large stalk . . . . . 5c  
Sweet Spanish Onions . . . . . 3 lbs. 5c  
Fancy Bartlett Pears . . . . . 4 lbs. 15c

## CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY  
38 WEST CENTRAL PHONE 97

## Friday and Saturday Specials

Swift's Oriole . . . 1/2 lb 11c  
Hormel Minnesota, 1/2 lb 11c  
Swift's Premium, 1/2 lb  
pkgs, 2 for . . . . . 25c  
Fancy Steer Pot Roast . . . . . lb 15c  
Hormel's Smoked Picnics . . . . . lb 12 1/2c  
(4 to 5 lbs. each)  
Fresh Ground Beef . . . . . 2 lbs 25c  
Homemade Sausage . . . . . lb 18c

## Headquarters

for  
Yorkshire Farm  
SAUSAGE  
MINCE MEAT

## Hormel's

Smoked Pure  
PORK SAUSAGE  
CANADIAN BACON

## FRESH OYSTERS



# THE BIG BAD WOLF

HERE SAT. NIGHT, OCTOBER 21  
BEER "Tex" Smith and his BEER

## Lone Star Rangers

IN PERSON  
3800 E. Foothill Blvd.  
1 Blk. East of Rosemead  
Ed "Fay" Lessley invites all of his Sierra Madre friends

## Colorado

NOW PLAYING Evening 7 & 9 P.M. Matinee Daily 2 P.M.  
I am very proud to personally endorse "Lady For a Day" and am of the opinion that this excellent picture will win the annual award presented by the Academy of Motion Picture Arts and Sciences.  
MANAGER, BARD'S COLORADO THEATRE.

'Extraordinary' Says Liberty and gives it 4 Stars★★★★

FRANK WARREN WILLIAM ROSSON MAY KIBBEE GUY KIBBEE NED SPARKS JEAN PRANKER  
**LADY for a DAY**  
FRANK CAPRA PRODUCTION  
PRICES: Gen. Admission 35c—Lodges 40c—500 Good Seats 25c—Mat. Daily

## Food Sale

Saturday, October 21  
Safeway Store  
North Baldwin Avenue  
Sponsored by  
St. Rita's  
Altar Society  
Mrs. Geo. Otte, Mrs. J. Colbert in charge

## ARCADIA THEATRE

Sun., Mon.—Oct. 22, 23  
CLAUDETTE COLBERT,  
RICHARD ARLEN and  
MARY BOLAND  
—in—  
"Three Corners Moon"  
Organic, Paramount News  
Scrappy Cartoon, Travel Talk

Tues. & Wed. Oct. 24, 25  
LESLIE HOWARD and  
DOUG FAIRBANKS, JR.  
—in—  
"Captured"  
Asop's Fable Cartoon:  
"Tumbledown Town"  
Fox News Vanity Comedy

Coming Thursday, Oct. 26  
EDWARD G. ROBINSON  
and KAY FRANCIS  
—in—  
'I Loved a Woman'

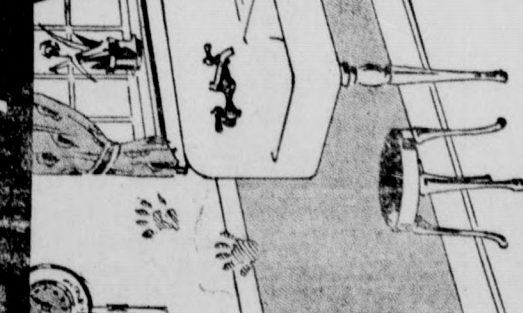
## Here's Where Service Serves

Some of the very, very best service is placed on desirable real estate should not be published.

## This Week

I offer what I consider as one of the best corners in this community  
109 x 80  
All improvements in and — paid for —  
at a figure less than — the Street Work  
Close to everything  
JUST ASK  
**Humphries**  
No Trouble to Answer Questions

## Boys will be boys!



But mothers needn't worry over a few finger prints on the walls—that is, if the walls are finished with

## ACME QUALITY Interior Gloss Finish

the washable finish for walls and woodwork



Let us show you how little it costs to give your home the charm of fresh, restful new color with Interior Gloss. It is especially fine for kitchens and bathrooms—because it is waterproof and because grease spots, etc., wash off easily with soap and water. Twelve modish pastel shades and white... all of them washable. See us today.

**Sierra Madre Hardware Co.**

## BRONCHIAL ASTHMA

Why suffer from this most disagreeable ailment when relief is at your disposal. No drugs—no serum. Try *Terpezone*—the Breath of Life.

## Complimentary Trial Treatment

**TERPEZONE INSTITUTE**  
463 W. Montecito Ave.  
Phone 16  
Open Evenings

Fri., Sat.—Oct. 20-21  
Lewis Stone, Bette Davis

## "Bureau of Missing Persons"

A Story Made from Padded Files  
Tarzan Jack Haley Comedy

Sun., Mon., Oct. 22, 23  
RALPH BELLAMY  
BRUCE CABOT  
ERIC LINDEN  
ARLINE JUDGE  
—in—  
"Flying Devils"  
Silly Symphony in Color  
"THE FIRED PIPER"  
Comedy

Tues., Wed., Thurs.  
October 24, 25, 26  
Oh, Boy!  
What a Glorious Show  
**100 MUCH HARMONY**  
BING CROSBY  
JACK OAKIE  
SKEETS GALLAGHER

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M. H. A. Peterson, M.D.  
Physician & Surgeon  
65 E. Central Ave.  
Phone 60, office and residence.  
Hours 2 to 4 p.m. Daily  
except Saturday and Sunday  
and by appointment

Geo. W. Groth, M.D.  
122 N. Baldwin  
Calls Answered Day or Night  
PHONE 20

Dr. J. C. Couturier  
Physician & Surgeon  
Office and Residence  
463 W. Mariposa Ave.,  
corner Park  
Phone 16

Dr. C. L. T. Herbert  
Osteopath  
Office in Patis S. M. Hotel  
TELEPHONE 260-1  
Res. Phone 215-1

May Culbertson Laidlaw  
OSTEOPATHIC PHYSICIAN  
Hours by Appointment  
Office and Residence  
83 N. Sunnyside—Phone 296-2

Sierra Madre License No. 5142 State License No. 7549  
**W. J. ROPP**  
ELECTRICAL WIRING AND REPAIRING  
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DISCOUNT IF PAID BY 10th  
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Funeral Parlors  
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**Plumbing and SHEET METAL**  
SIERRA MADRE HARDWARE CO.  
31 West Central  
Phone 98  
Night: Phone 299-4

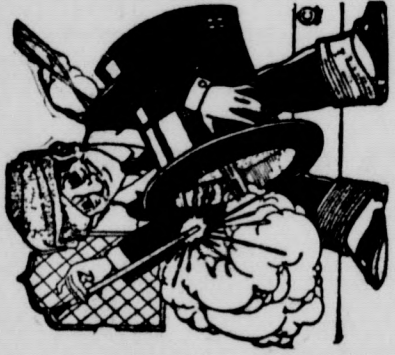
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Find home the 'bacon'!

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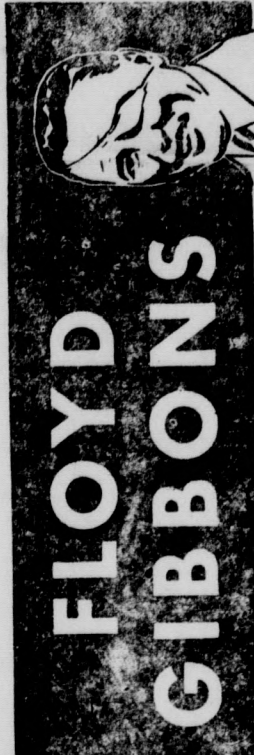
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but we do work wonders with soiled clothes. Spots... disappear... in to thin air and garments emerge bright and fresh... Step in neatly cleaned... clothes... Just telephone us.

**Sierra Madre Tailors**  
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Another of those remarkable Floyd Gibbons broadcasts Monday night! Sponsored by Johns-Manville, one of the foremost building materials manufacturers. Don't miss the thrilling adventure tales. Above all, listen to the amazing message for those who want to repair and improve their homes, especially for those who lack the ready cash to do the work.  
Listen in Monday night. Then see us for final details.

**Sierra Madre Lumber Company**  
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## POWER

And a quick starting, smooth-running, clean motor at all times. There's a thrill in having a steady flow of power at your command and ready to respond whenever you want it. You'll have efficient motoring if you fill up at this station regularly.

## PICKETT'S SERVICE STATION

Phone 3484 — Sierra Madre, Calif.

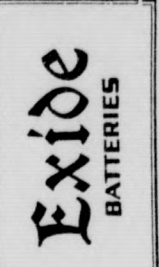
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**BUY NOW**  
while Prices are Low  
A Complete Selection  
**PHILCO**  
Latest 1934 Models  
In Addition to Our RCA-VICTOR line of Radios we now have a complete selection of  
**PHILCO RADIOS**  
NEW MODELS ARE NOW IN STOCK  
Price range from \$21.50 to \$600  
COMPLETE RADIO SERVICE  
**Sierra Madre Furniture Co.**  
"EVERYTHING FOR YOUR HOME"  
TOM TYLER, Prop.  
PHONE 38

## When it's an

## Exide Battery

## You Start



COMPLETE BATTERY SERVICE

## Sierra Madre Garage

J. Milton Steinberger, Prop.  
PHONE 82

Sec. 435 1/4, P.L.A.R.  
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PAID  
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Sierra Madre, Calif.



SAFEGWAY and PIGGLY WIGGLY

# PRICES

**THAT PLACE LOW COST ON  
QUALITY FOODS AT YOUR  
CONVENIENCE — NEARBY**

These prices are effective Thursday, Friday, Saturday, Oct. 19, 20, 21, in all of our stores within a radius of thirty-five miles of Los Angeles.

**QUALITY EGGS PER DOZ. 25¢**

Quality brand, selected large eggs, inspected, candled, and packed in cartons. A week-end value.

**BUTTER PER L.B. 22¢**

Churned from top quality cream, quartered, and packed in cartons at the modern Lucerne Creamery

**MILK EVAPORATED MAX-I-MUM TALL CAN 5¢**

Whole sweet milk, evaporated to thickness of cream. For cooking or table use. In 14½-oz. cans.

**SUGAR PURE CANE 10 LBS. FOR 47¢**

Pure cane sugar, finely granulated and packed in sanitary, strong cloth bags. It is fine for canning.

**Tidbit Pineapple 6¢**

Salad size segments, sun-ripened Hawaiian pineapple.

**Salad Fruits Ass'd 15¢**

Selected fruits, ideal for cocktails, desserts, salads.

**Mustard 2 6-Oz. 15¢**

Whole mustard seed, ground, blended with spice.

**Deviled Meat 3½-Oz. 4¢**

Beef, pork, ham, ground and spiced. For sandwiches.

**Deviled Ham 3-Oz. 10¢**

Genuine deviled ham—from spiced ham, ground.

**Sausage Vienna 4-Oz. 7¢**

Vienna style, tiny sausage, packed in own jelly.

**Tongue Luncheon 6-Oz. 17¢**

Pure pork tongues—spiced and carefully packed.

**Veal Loaf 7-Oz. 15¢**

Tasty veal, made from fresh ground lean veal.

**Spinach No. 2½ 15¢**

Washed and re-washed to remove all sand or grit.

**Crisco 18¢**

For Shortening and Frying—1-Pound Can

**Flour 27¢**

Swansdown Cake Flour Large 44-Ounce Pkg.

**Salt 8¢**

Leslie's Full Strength 2-Pound Box

**Bread 12¢**

A-Y White or Wheat Sliced—Large Loaf

**Oil 35¢**

Penn-Rad Motor Oil 2-Quart Sealed Can

**Crackers Snowflake 1-Lb. Pkg. 16¢**

Snowflakes—National Biscuit's crisp salted soda cracker.

**Jell-O Dessert 3 For 19¢**

Just mix Jell-O and lukewarm water for a tasty dessert.

**Camay Soap 2 Bars 9¢**

Camay's mild, gentle, luxuriant lather is gentle on skin.

**Airway Coffee Lb. 15¢**

Pure Brazilian coffee, freshly roasted. Ground to order.

**HAMS SWIFT'S PREMIUM WHOLE or FULL HALF—PER LB. 16¢**

Whole or full half of Swift Premium skinned hams. Excellent baked with sweet potatoes.

**VEAL CHOPS 22¢**

Tender milk veal. Rib chops, shoulder roast and breast to stew. Top quality at a low price.

**Sausage 2 ½-Lb. Pkg. 25¢**

Swift's Brookfield link sausage, from fresh lean pork.

**Plate Rib Boiling Beef—Lb. 7¢**

Plate ribs of beef to boil, braise, or fricassee. Delicious.

**Beef Stewing 2 For 25¢**

Choice cuts to stew, or ground for patties or hamburger.

**Fowl Dry Picked Per Lb. 24¢**

Fancy, dry picked colored fowl. Grain-fed, firm-bodied.

**Corned Boneless 2 For 25¢**

Boneless brisket of beef—corned. Tender, fine-grained.

**FRESH PRODUCE**

WEEK-END VALUES AT SAFEGWAY AND PIGGLY WIGGLY OPERATED STANDS.

**Apples 5 Lbs. 19¢**

Washington Jonathans. Crisp, juicy eating apples.

**Celery Large Size Per Stalk 5¢**

Large, well-bleached stalks of locally grown celery.

**Potatoes 10 Lbs. 19¢**

No. 1 quality, Stockton Burbanks. Fine for boiling.

**Onions 3 Lbs. 5¢**

Sweet Spanish Onions. Mild, clean. For slicing.

**SAFEGWAY and PIGGLY WIGGLY**

We reserve right to limit. None to dealers. Prices subject to change without notice.

QUALITY FOOD SERVED AT ALL TIMES

**COFFEE SHOP**

45 NORTH BALDWIN AVE. — PHONE 242-1

Open 6 A.M. to 8 P.M.

Drop in regularly for our Home-cooked Dinner served from 11 a.m. to 8 p.m.

**RESNICK'S**

PHONE 47 and your order will be delivered FREE

**Sugar 10 lbs. 47¢**

Home Cooperative Butter lb. 22¢

(Distributed by Golden State Co.)

Extra Large Eggs doz. 25¢

Table Queen Peaches, Plums, Apricots, Iris Sauer-kraut, No. 2½ cans; Iris Corn, No. 2 cans—2 for 25¢



**All Flavors**

**2 for 11¢**

Calif. Pure Peanut Butter, pt. jar 15¢, 2 pt. jars 25¢

Extra Fancy Jonathan Apples 5 lbs. 17¢

Washington Bellefleur Apples 10 lbs. 25¢

Large Tomatoes 3 lbs. 10¢

Celery—large stalk 5¢

Sweet Spanish Onions 3 lbs. 5¢

Fancy Bartlett Pears 4 lbs. 15¢

**Sunset Apple Sauce Cake . . .**

by Betty Crocker's recipe. Light and delicately spiced and topped with a creamy milk chocolate icing—

**50-50 Glazed Doughnuts . . .**

**Cake and Raised Doughnuts . . .**

You'll find many more helpful suggestions here for Halloween—

**WISTARIA BAKE SHOP**

"The Home of Good Things to Eat"

4 East Central

Phone 99

**CY YOUNG'S MARKET**

Phone 95

**CUDAHY PURITAN BACON**

½-pound packages each 11¢

Just received barrel of WISCONSIN KRAUT 2 pounds 15¢

**FRESH SPARE RIBS**

2 pounds 25¢

**LAMB STEW 5¢**

pound

**PORK LOIN ROAST, lb. 20¢**

Demonstration Saturday

**FRESH NORTHERN SALMON**

pound 23¢

**CENTRAL MARKET**

CHAS. E. DAVIS

FREE DELIVERY TWICE DAILY

38 WEST CENTRAL

PHONE 97

**Headquarters for Yorkshire Farm SAUSAGE MINCE MEAT**

**Hormel's Smoked Pure PORK SAUSAGE CANADIAN BACON FRESH OYSTERS**

**Friday and Saturday Specials**

Swift's Oriole . . . ½lb 11¢

Hormel Minnesota, ½lb 11¢

Swift's Premium, ½ lb

pkgs; 2 for . . . 25¢

Fancy Steer Pot Roast . . . lb 15¢

Hormel's Smoked Picnics . . . lb 12½¢

(4 to 5 lbs. each)

Fresh Ground Beef . . . 2 lbs 25¢

Homemade Sausage . . . lb 18¢

**Roberts Market**



"Home of the Green Frog"



Telephones 34 & 260-4 — Cor. Central and Baldwin Aves.

Prices Effective Friday and Saturday --- October 21 and 22

MAID O' CLOVER

**CREAMERY BUTTER per pound 21¢**

RICH UTAH BUTTER IN QUARTERS

GOLDEN STATE

**EVAPORATED MILK tall can 5¢**

"ENDS THE QUEST FOR THE BEST"

OREGON

**LONGHORN CHEESE per pound 13¢**

MILD, FULL CREAM CHEESE

GOLDEN WEST

**Oleo 2 pounds 15¢**

Highest Quality

Cool's Golden

**Beer 3 bottles 25¢**

1c bottle deposit

FIRM LOCAL

**Tomatoes . . . 4 lbs 15¢**

CRISP HEARTS OF

**Celery . . . 5 for 10¢**

FIRM NORTHERN

**Lettuce . . . 2 for 9¢**

SWEET SEEDLESS OR

**MUSCAT GRAPES 7 lbs. 15¢**

By the Lug—49¢

No. 1 BARTLETT

**Pears . . . 6 lbs 25¢**

GOLDEN RIPE

**Bananas . . . 6 lbs 25¢**

NORTHERN

**Strawberries . . 2 bskts 25¢**

FANCY LARGE

**Bellefleur Apples 11 lbs 25¢**

By the box—75¢

WASHED BURBANK

**Potatoes . . . 18 lbs 25¢**

No. 1 IDAHO RUSSET

**Potatoes . . . 15-lb bag 29¢**

JERSEY

**Sweet Spuds . . . 5 lbs 15¢**

SWEET RIPE

**Persimmons . . . 2 lbs 15¢**

CRISP JONATHAN

**Apples . . . 6 lbs 25¢**

NEW CROP

**Walnuts . . . 2 lbs 27¢**

All Green Vegetables are double washed in our store and are free from harmful sprays and insecticides.

**BETSY ANN DOLL**

Sierra Madre Avenue at Foothill Blvd.

**Dutch Lunches 15¢**

**Tap Beer 5¢**

**Sandwiches 5¢**

Tables for Ladies in Private Room

**BOOK BOX**

16 W. Central — Phone 94

Read "BARBARY COAST"

The truth of the underworld of San Francisco

3c day

**Expert Haircutting at Popular Prices**

Improve your appearance at

**LANGLEY'S BARBER SHOP KERSTING COURT**

**Pepper Tree Inn**

Roast Duck & Chicken Dinners—75¢

Toasted Chicken and Duck Sandwiches, with Salad and Beverage

35¢

Orders taken for pure grape juice, any amount. Watch it made from grapes of the Hastings vineyard. Bring your own container.

Phone 312-1

90 S. Sierra Madre Ave.

**BRIDGE PARTIES TEAS**

**LA CASA VIEJA TEA ROOM**

The Old Home

265 East Central Ave.

Chicken Dinners 60¢, 85¢

Plate Lunch 40¢

HOME COOKED

266 E. Montecito Ave.

Sierra Madre, Calif.

TELEPHONE 80

Reservations Preferred

Mrs. W. R. Lees, Manager